



## UDIOCESE OF METUCHEN DEPARTMENTAL PASTORAL PLANS

### Office

*Office of Development*

### Mission Statement

*The mission of the Office of Development is to foster the practice of Christian stewardship encouraging all Catholics in the Diocese of Metuchen to partner with the diocesan church by becoming meaningfully involved in and financially supportive of its ministries.*

### Vision Statement

*The Office of Development ensures that the vital ministries of the Diocese of Metuchen receive the financial support and human resources necessary to grow and thrive.*

### Three-Year Goals

- 1 To increase the participation rate by 1% and the average gift by \$1 for the Bishop's Annual Appeal using a pastoral approach and current fund-raising best practices, including outreach to various ethnic/cultural groups for whom English is a second language.**
- 2 To develop a donor base for the Foundation for Education that does not rely so heavily on parishes and schools.**
- 3 To offset the Bishop's Annual Appeal subsidy to Catholic Charities and other ministries supported by the appeal with alternate sources of funding.**
- 4 To launch a \$7 million capital campaign for the Catholic Center at Rutgers University.**
- 5 To fill a new position for Donor Research and Planned Giving.**

**\* Note: The highlighted Goals & Objectives support the Diocesan effort to "Embrace Unity in our Diversity".**

## One Year Objectives

**Goal 1: To increase the participation rate by 1% and the average gift by \$1 for the Bishop's Annual Appeal using a pastoral approach and current fund-raising best practices, including outreach to various ethnic/cultural groups for whom English is a second language.**

Objective	Person Responsible	Date Due
1 Develop an individualized, donor-centered approach by segmenting the donor base using contribution history and demographics to formulate a donor profile.	Rev. Msgr. Sylvester Cronin Sue Mantarro CPI (consultants)	June 30, 2012
2 Preach at weekend Masses in 25 parishes for the purpose of promoting the BAA, informing the faithful of the work of the diocesan ministries, and showing support to individual pastors.	Rev. Msgr. Sylvester Cronin	June 30, 2012
3 Promote the BAA and diocesan ministries through the Diocesan Speakers Bureau with presentations at weekend Masses in 5-7 parishes, including presentations in Spanish, Polish and Korean.	Sue Mantarro	June 30, 2012
4 Increase one-on-one communication with donors by: personal invitations, inviting donors to call in, responding to complaints, and following up on phone phase. Total outreach to 100 individuals.	Rev. Msgr. Sylvester Cronin Barbara Bunag Sue Mantarro	June 30, 2012
5 Build donor relationships through 2 special donor society events.	Rev. Msgr. Sylvester Cronin	June 30, 2012
6 Submit a minimum of 5 grant applications to corporations/foundations to fund specific programs/projects normally funded by the BAA.	Rev. Msgr. Sylvester Cronin Sue Mantarro	June 30, 2012
7 Establish new (and build on current) relationships with CEO's and influential board members of corporations and foundations as part of the effort to increase outside funding sources. Outreach to 2 new contacts and 3 with current relationship.	Rev. Msgr. Sylvester Cronin	June 30, 2012
8 Conduct donor research using the diocesan database and a wealth-screening program to identify 5 potential major donors for the BAA.	New Hire	June 30, 2012

**Goal 2: To develop a donor base for the Foundation for Education that does not rely so heavily on parishes and schools.**

	<b>Objective</b>	<b>Person Responsible</b>	<b>Date Due</b>
1	Meet individually with 5 new Foundation Board members to develop a strategy for increasing corporate funding.	Rev. Msgr. Sylvester Cronin	June 30, 2012
2	Host one new fund-raising event using a different venue/approach than the traditional dinner.	Barbara Bunag	June 30, 2012
3	Conduct donor research using the diocesan database and a wealth-screening program to identify 5 potential major donors for the FCE.	New Hire	June 30, 2012

**Goal 3: To offset the Bishop’s Annual Appeal subsidy to Catholic Charities and other ministries supported by the appeal with alternate sources of funding.**

	<b>Objective</b>	<b>Person Responsible</b>	<b>Date Due</b>
1	Submit a minimum of 5 grant applications to fund projects/programs specific to Catholic Charities.	Rev. Msgr. Sylvester Cronin Sue Mantarro	June 30, 2012
2	Secure gifts from 2 major donors that are restricted to programs/projects specific to Catholic Charities.	Rev. Msgr. Sylvester Cronin Sue Mantarro	June 30, 2012
3	Conduct donor research using the diocesan database and a wealth-screening program to identify potential 5 major donors for Catholic Charities and other diocesan ministries.	New Hire	June 30, 2012

**Goal 4: To launch a \$7 million capital campaign for the Catholic Center at Rutgers University.**

	<b>Objective</b>	<b>Person Responsible</b>	<b>Date Due</b>
1	Establish and train a volunteer cabinet of 10 individuals to assist in soliciting major gifts.	Rev. Msgr. Sylvester Cronin, Ruotolo Assoc. (consultants)	June 30, 2012

2	Solicit donors through 10 one-on-one and 5 group meetings.	Rev. Msgr. Sylvester Cronin, Ruotolo Assoc., Campaign Cabinet	June 30, 2012
3	Using information from the diocesan database, Catholic Center database and wealth screening tools, establish a "target" database for the CCRU capital campaign of 200 potential donors.	Rev. Msgr. Sylvester Cronin, Ruotolo Assoc., CPI, New Hire, Sue Mantarro	June 30, 2012
4	Design marketing materials including brochures, solicitation letters and website to attract donors.	Ruotolo Assoc., Sue Mantarro	June 30, 2012
5	Identify 5 potential corporations/foundations for possible grant funding and submit 5 applications.	Rev. Msgr. Sylvester Cronin	June 30, 2012
6	Set up CCRU website and on-line giving page.	IS & Finance Offices, CPI, Sue Mantarro	June 30, 2012

**Goal 5: To fill a new position for Donor Research and Planned Giving.**

	<b>Objective</b>	<b>Person Responsible</b>	<b>Date Due</b>
1	Interview applicants and create job description for new position: Donor Research & Planned Giving.	Rev. Msgr. Sylvester Cronin, Eric Dill	Feb 28, 2012
2	Research, organize and direct efforts to identify and assist donors to develop and implement long-range financial plans for the benefit of the donor, their family, their parish, diocesan schools, diocesan ministries, the foundation and/or the diocese. Planned Giving ads for every edition of the Catholic Spirit and 1 mailing to entire database.	New Hire	June 30, 2012
3	Conduct donor research using the diocesan database and a wealth-screening program to identify potential major donors for Bishop's Annual Appeal (5), Foundation for Catholic Education (5), Catholic Charities(5) & diocesan ministries (2), Flame of Charity Dinner (1), Golf Outing (1), and Bread & Roses Ball (1).	New Hire	June 30, 2012



## DIocese OF METUCHEN DEPARTMENTAL PASTORAL PLANS

### Office

*Office of Stewardship*

### Mission Statement

*The mission of the Office of Stewardship is to inspire God's people in the Diocese of Metuchen to more fully live their baptismal call to discipleship by practicing stewardship as a "way of life".*

### Vision Statement

*This Office promotes Stewardship through on-going education, motivation and invitation, and by providing practical support and tools to assist the clergy and laity as they invite active stewardship in the local parish church through the sharing of time, talent and financial resources.*

### Three-Year Goals

- 1 Fully implement Synod Norm #29: "Each parish is strongly encouraged to become a stewardship parish and to establish a parish stewardship committee to: a) help parishioners recognize their talents and to encourage them to share their time and treasure with the parish community; b) communicate the value and importance of stewardship through pastoral leadership, parish committees, and teaching from the pastor (i.e., through homilies, weekly bulletin columns, etc.)."**
- 2 Provide field consultation services to parishes in conducting stewardship initiatives, particularly those new to the stewardship model and those parishes considered to be "at risk" due to lack of financial and volunteer support.**
- 3 Fully implement Norm #28: "The Office of Stewardship is to assist parishes in developing and maintaining a skills/talents database within each parish."**
- 4 To encourage "Shared Parishes" to include Stewardship as a priority for all cultural groups.**

**\* Note: The highlighted Goals & Objectives support the Diocesan effort to "Embrace Unity in our Diversity".**

## One Year Objectives

**Goal 1: Fully implement Synod Norm #29: “Each parish is strongly encouraged to become a stewardship parish and to establish a parish stewardship committee to: a) help parishioners recognize their talents and to encourage them to share their time and treasure with the parish community; b) communicate the value and importance of stewardship through pastoral leadership, parish committees, and teaching from the pastor (i.e., through homilies, weekly bulletin columns, etc.).**

	<b>Objective</b>	<b>Person Responsible</b>	<b>Date Due</b>
1	Conduct 5 stewardship (topic-specific) workshops at the Diocesan Center.	Sue Mantarro	June 30, 2012
2	Encourage all parishes (through emails and mailing to every parish) to send representation to the ICSC Regional Stewardship Day.	Rev. Msgr. Sylvester Cronin Sue Mantarro	June 30, 2012
3	Conduct a minimum of one Gifts Discovery Workshop.	Sue Mantarro	June 30, 2012
4	Produce monthly e-newsletter of stewardship helps for pastors and bulletin editors.	Sue Mantarro	Monthly
5	Contact every parish by mail and email to encourage membership in International Catholic Stewardship Council.	Sue Mantarro	Summer 2011
6	Submit a minimum of 2 articles related to stewardship for publication in the Catholic Spirit.	Sue Mantarro	June 30, 2012

**Goal 2: Provide field consultation services to parishes in conducting stewardship initiatives, particularly those new to the stewardship model and those parishes considered to be “at risk” due to lack of financial and volunteer support.**

	<b>Objective</b>	<b>Person Responsible</b>	<b>Date Due</b>
1	Assist 2 parishes in forming stewardship committees.	Sue Mantarro	June 30, 2012
2	Assist 3 parishes in conducting a “Take-A-Step” increased offertory program.	Sue Mantarro	June 30, 2012
3	Assist “at risk” parishes as identified by the Office of Finance to form “effective” stewardship committees.	Rev. Msgr. Sylvester Cronin Sue Mantarro	As needed
4	Counsel parishes considering increased offertory and/or capital campaigns upon request.	Rev. Msgr. Sylvester Cronin Sue Mantarro	As needed

**Goal 3: Fully implement Norm #28: “The Office of Stewardship is to assist parishes in developing and maintaining a skills/talents database within each parish.”**

Objective	Person Responsible	Date Due
1 Conduct one database training session in collaboration with IT that focuses on the ParishSoft Time & Talent module.	Sue Mantarro Information Tech (Hetal Patel)	June 30, 2012

**Goal 4: To encourage “Shared Parishes” to include Stewardship as a priority for all cultural groups.**

Objective	Person Responsible	Date Due
1 Contact by mail the parishes that have scheduled Masses in a language other than English and provide a list of resources for stewardship educational materials that address their language and cultural needs.	Sue Mantarro	June 30, 2012