

A BLESSED PAST A FUTURE OF hope



[FREQUENTLY ASKED QUESTIONS]

Why does the parish have debt?

The debt is the result of the mortgages on the church building, learning center and rectory. The last campaign in 2005 did not quite meet its goal; the projects and expenses were not fully funded.

Why are we conducting a campaign?

Our leadership team and the planning study have both clearly indicated that there is a desire to eliminate or significantly reduce the debt. This will allow greater resources for ministries, outreach and strategic planning.

Why can't we just reduce expenses?

The parish administration and the finance and parish councils carefully monitor expenses and take advantage of savings when possible. Comparing paid staff to other parishes our size, we are considered very small. Santa Maria del Mar has only 7 paid staff (including pastors). The rest of the duties are handled by generous volunteers.

Will there be transparency in the amount of funds raised and the use of the funds?

During the campaign and the ensuing pledge period, weekly campaign reports will appear in the bulletin. Campaign funds will be kept in a separate account and can only be used for the stated reasons outlined in the case statement.

Why does the campaign encourage pledges?

Pledges provide flexibility in making a gift by spreading the gift amount over a three-year period. It also allows donors to make more substantial gifts than those making one-time gifts. Donors are asked to sign a pledge card to record their intention of a multi-year gift. This allows the parish to budget for project expenses. A pledge card represents intent, and is not a legally binding document.

Why is an initial payment encouraged?

Cash reserves are important for initial campaign expenses. A 10-20% initial payment is suggested for consideration only. It is not mandatory.

Why do we need outside counsel for the campaign?

We do not have the expertise, time or the staff to run a successful campaign alone. Preparing for the planning study and campaign, we looked at several outside companies. The Steier Group has an excellent history of running successful campaigns in Catholic parishes, schools and organizations. The group comes highly recommended, especially for its "hands-on" management style.

