



“Ten Commandments of Fundraising” by Father Al Esposito

1. Fundraising is always an extra-ordinary activity. The ordinary mode of giving is Stewardship as a Way of Life; therefore, fundraising at Santa Maria del Mar should always be situated in the context of Christian Discipleship and Stewardship. Stewardship is the unique way Christians live out the special demands of Discipleship.
2. Raising money should never be the primary goal – this always spells disaster on emotional and spiritual levels. Since the fundraising is in fact extra-ordinary, it should be community-building, fun, and not an extra burden to the staff and its normal operations. It is not an aggressive project but a gentle response to how the Lord is inviting people to open their hearts.
3. Respect the spirit of the parish itself. Remember we are dealing with particular people, at a particular time, in a particular context. It’s important to build relationships on the way to goal. Avoid super-imposing what “I think is right” and move towards what “We think in Christ for the common good.”
4. Make sure the timeline of the project is:
 - a. Strategic – it works with the parish schedule.
 - b. Measurable – what do we need to accomplish in a methodical, step by step way?
 - c. Accountable – put in place a regular reporting mechanism.
 - d. Reachable – remember to start simple before obscuring things with too much complexity
 - e. Timely – assign a project manager who can direct all the moving parts.
5. Make sure meeting agendas are prepared and circulated well in advance. A well planned meeting should last about an hour if all the subcommittees do their work ahead of time.
6. When the committee meets, keep comments concise and on point. Be attentive to the introverts’ dynamic – they can be overwhelmed by too many words and extraneous thoughts. The chairperson or co-chairpersons have to know when to push and when to yield!



7. The publicity plan has to be worked out with careful timelines and with a respect for the parish budget and in collaboration with the parish staff.
8. Advertise well – Parish Website, Facebook, Constant Comment, Bulletin, Pulpit Announcements, and TV Screens in the gathering area.
9. Remember that the event is part of the fabric of parish life, not the whole fabric!
10. Respect the Pastor's time and his responsibilities to the great parish. Keep the Pastor advised and in the loop; but avoid using the Pastor as your only means of communication with the parish. We have over 60 ministries in the parish – the Pastor can't go over-the-top with everything. The pulpit is an accompaniment to other means of publicity, not the main voice piece.