



# YOU WILL BE *my* WITNESSES

*A Campaign for the*  
DIOCESE OF ROCKFORD

## CAMPAIGN GUIDE

## *campaign prayer*

**ALL:** Heavenly Father, we know that we are but stewards of all you have given us — our lives, our talents and our resources.

We are grateful to those throughout the diocese who have worked to spread and deepen our Catholic faith and who have inspired us to preserve the gift you gave to your people.

Open our hearts to dream big and not be limited by our fears.

Open our minds to include those who are not part of our community yet.

Release the resources we have received freely from you to be shared for the completion of this campaign, which we believe you are calling us to bring to fruition.

Finally, help us trust and believe you will always provide for all our needs as you have promised through your Son, Jesus Christ Our Lord.

**LEADER:** As you renew all things in Christ, grant to all the people of our diocese a fresh outpouring of your Holy Spirit.

May this community of faith in our various parishes be of one heart and soul as we work together in your name. We ask this through Christ our Lord.

**ALL:** Amen.

**LEADER:** Our Lady of the Immaculate Conception,

**ALL:** Pray for us!

Nihil Obstat: Rev. Ryan B. Browning, S.T.L.  
Censor Librorum  
January 6, 2025

Imprimatur: + David J. Malloy, D.D., J.C.L., S.T.D.  
Bishop of Rockford, Illinois  
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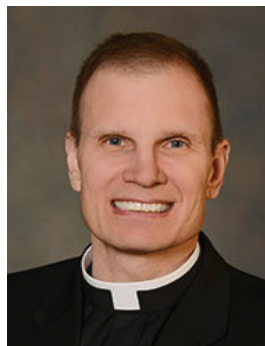


# A LETTER FROM THE CLERGY COMMITTEE CHAIR

## *Dear Brother Priests:*

I am pleased to share with you details of the *You Will Be My Witnesses* Campaign – an unprecedented effort that will renew our call to spread the Gospel and build up the Body of Christ in the Diocese of Rockford

This is an important project that, if undertaken fully and enthusiastically, will strengthen our parishes and diocese for many years to come. As Chair of the Clergy Committee given the task of helping guide the effort, I encourage you to make this a priority for yourself and your parishioners.



You will learn much more about the campaign from this booklet, from our presentation during the clergy conference, and from the Regional Parish Wave Orientations, among other things. But I want to draw your attention to a few key points:

- **Forty percent of funds paid on pledges to your parish campaign will be returned to your parish!** You might recall that with the diocese's last capital campaign, *United in Faith*, parishes received only 10% of the money raised in the parish. So, this increased share provides all of us with a unique opportunity to accomplish some significant improvements in our parishes.
- An additional 5% of the funds your parish raises will go towards a matching pool of money – called the Parish Opportunity Fund – that will allow us to assist parishes in need.
- Forty-nine percent of funds will go to diocesan ministries tasked to support and advance the theme for the campaign – evangelization.
- The remaining 6% of funds raised will go toward facility needs of the Diocesan Administration Center.

This diocese-wide effort is an opportunity for every pastor to guide his parishioners on a journey of evangelization, stewardship and parish renewal. We offer our service and encourage you – with God's help – to embrace this mission of building up your parish and our diocese, as a whole.

Ad Majorem Dei Gloriam,

A handwritten signature in black ink, appearing to read 'P. Kaim'.

Very Rev. Phillip Kaim  
Chair, *You Will Be My Witnesses* Campaign Clergy Committee

## CLERGY COMMITTEE

Very Rev. Phillip A. Kaim, S.T.L., VF, Chair  
Rev. Ryan B. Browning, S.T.L.  
Rev. Msgr. Daniel J. Deutsch, V.F.  
Rev. Thomas J. Doyle  
Rev. Darwin A. Flores  
Rev. Msgr. Stephen J. Knox, S.T.L.  
Rev. Sylvester Nnaso  
Rev. Romeo L. Pavino  
Very Rev. Peter Snieg, S.T.L., V.F.  
Rev. Geoffrey D. Wirth

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*"But you will receive power when the holy Spirit comes upon you,  
and you will be my witnesses in Jerusalem,  
throughout Judaea and Samaria,  
and to the ends of the earth."*

ACTS 1:8



# CAMPAIGN GOALS

## **Healthy, Vibrant Parishes | \$24 Million**

Parish life is a cornerstone of the encounter and ongoing relationship with the Lord Jesus Christ. To enable our parishes to invite others to an authentic and strong relationship with Jesus, 40% of the funds raised by each parish will be returned to address specific needs identified by that parish.

## **Parish Opportunity Fund | \$3 Million**

Throughout the planning study, the desire to help parishes in financial need was a constant refrain. Creating a pool of funds to match what parishes raise in their individual campaigns is, we believe, the most positive and immediate way we can help our sister parishes (and brother pastors) realize much needed and long-awaited projects and programs.

## **Evangelization | \$29.5 Million**

Parishes are the place where God's people meet Jesus in word and sacrament and come in touch with the source of the Church's life." (USCCB, *Communities of Salt and Light*, p. 1) This campaign will help us strengthen our shared diocesan ministries which stand ready to support the parishes through which the faithful grow in their relationship with the Lord and those who do not have that relationship are invited to experience His love and grace.

### **Office of Religious Education, Youth Ministry, and Adult Faith Formation (\$13.2 Million)**

To support evangelization and discipleship, the department will expand its ministry of evangelization by increasing staff and developing a permanent network of care dedicated to transforming parishes into "centers of evangelization." Additionally, the department will offer parishes financial assistance to recruit, train, and retain key lay ministers and volunteers.

### **Catholic Schools (\$12.1 Million)**

This campaign will allow us to ensure a Catholic education is accessible to diverse families and better equip educators in integrating Catholic teachings into their work - engaging both Catholic and non-Catholic families in faith formation. Additionally, through home-to-school programs, we will promote Catholic values while inviting non-Catholic families to learn and engage.

### **Life and Family Evangelization (LiFE) Office (\$2.7 Million)**

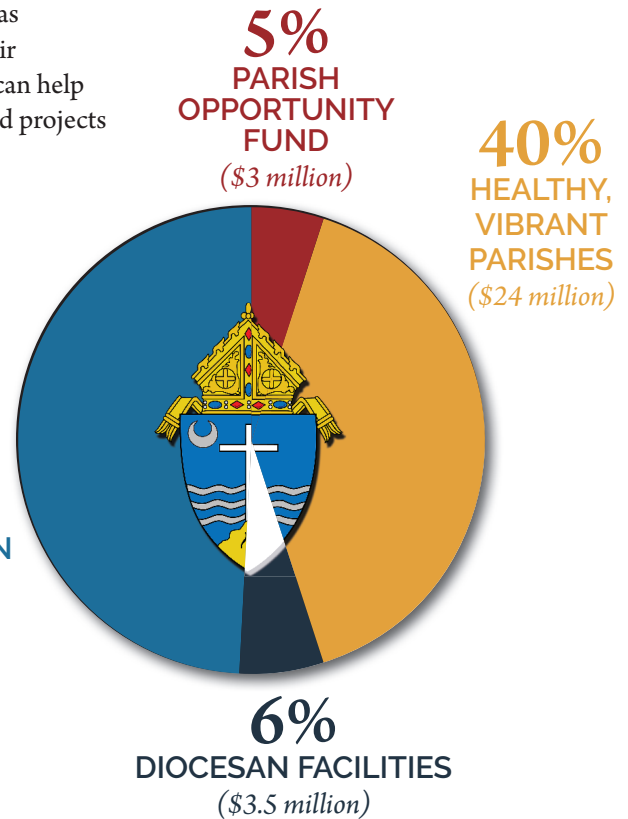
The LiFE Office will add staffing to assist parishes in fostering strong, faith-filled Catholic families through prayer opportunities, formation, accompaniment, and advocacy, providing equal resources for both English- and Spanish-speaking communities.

### **Bishop Lane Retreat Center (\$1.5 Million)**

We will invest in renovations and updating of the facilities to make the Bishop Lane Retreat Center a more welcoming venue where retreatants will have the time and space to prayerfully grow in their relationship with God.

## **Diocesan Facilities | \$3.5 Million**

Like the parishes, the Diocesan Administration Center is facing facility needs. Support through the campaign will allow these issues to be addressed without assessing the parishes for the funds.



## **YOU WILL BE MY WITNESSES CAMPAIGN GOAL - \$60 MILLION**

# CAMPAIGN GUIDELINES



One of the primary purposes of the *You Will Be My Witnesses* Campaign is to help every parish in the diocese raise funds for approved projects of their choosing, thus enhancing parish life and evangelization activities across the diocese. The policies below recommended by the clergy committee and approved by Bishop Malloy, are meant to provide guidance and a firm footing for us as we conduct – with the assistance of campaign managers from the Steier Group – the campaign in our individual parishes.

1. Each parish will receive back 40% of funds paid on pledges up to its goal, 60% of funds paid on pledges beyond goal, and 100% of funds paid on pledges beyond 200% of goal. Gifts designated exclusively to the parish will not be counted toward the parish-share formula.
2. Parishes having an average Diocesan Appeal Assessable Income (assessable income) of \$400,000 or less – for 2023 and 2024 – will be designated an *Opportunity Parish* and will qualify for matching funds upon receiving funds paid on pledges equal to its campaign goal. A parish with an assessable income of:
  - a. \$100,000 or less – will receive a match of 55% of its assessable income.
  - b. \$100,001 to \$200,000 – will receive a match of 40% of its assessable income.
  - c. \$200,001 to \$300,000 – will receive a match of 25% of its assessable income.
  - d. \$300,000 to \$400,000 – will receive a match of 15% of its assessable income.
3. Parishes that do not meet their *You Will Be My Witnesses* Campaign fundraising goal will not be assessed, if Bishop Malloy, in consultation with the Clergy Committee, determines they have made a good faith effort to implement the recommendations of the campaign office.
4. Parishes should not be allowed to opt-out or “buy out” of the campaign. The goal is to fund the initiatives through extraordinary gifts – not have pastors transfer offertory gifts to the diocese (through a buy-out). Only cases of extreme hardship would need to be reviewed by the Clergy Committee and a recommendation made to Bishop Malloy for his decision.
5. Parishes and schools already in an approved capital campaign will participate in a later wave of the diocesan campaign after their campaign is completed. Parishes and schools not already in an approved capital campaign will not begin any new capital campaigns until after their participation in the diocesan campaign has ended (conclusion of the three-year pledge redemption period). However, any parish or school eager to begin a campaign while the diocesan campaign is active may do so, but only as a combined capital campaign (see Policy Decision #6 next).







6. A parish is allowed to run combined campaigns if it meets the following criteria:
  - The parish contemplating a goal that exceeds 300 percent of its average assessable income must contact the Director of Charitable Giving, Claudia Broman, at [cbroman@rockforddiocese.org](mailto:cbroman@rockforddiocese.org), to discuss available options.
  - The parish wanting to conduct a combined campaign must receive permission as described in the Capital Projects Procedure Manual.
  - Upon receiving permission to conduct a combined campaign, fundraising counsel must be hired (at parish expense) for a study and any subsequent campaign.
  - The parish must guarantee its *You Will Be My Witnesses* Campaign goal (less the parish share). In essence, the parish up front completes a pledge form with the diocesan portion of the parish goal as the gift, with monthly payments to begin immediately.
  - Their combined campaign literature must include communication about how their effort is in participation with *You Will Be My Witnesses*.
  - The parish's diocesan campaign goal (less the parish share) must be one of the items included in the parish's campaign goals.
7. A pastor may request a variance of any of the above campaign guidelines or his parish's wave assignment by submitting a written request to the Campaign Clergy Committee. Requests can be sent to the Campaign Clergy Committee Chair, Fr. Phillip Kaim, at [pkaim@rockforddiocese.org](mailto:pkaim@rockforddiocese.org). The clergy committee will forward a recommendation to the Bishop Malloy for his decision.
8. Parishes will not be responsible for any campaign expenses such as consultant fees, printing and postage of campaign materials originating from the diocese, diocesan events held at the parish. If a parish hosts an event to promote the campaign to its parishioners, the parish will bear those costs.
9. No funds raised through the *You Will Be My Witnesses* Campaign will be assessed or included in current or future Diocesan Appeal assessable income amounts.

10. Establish the goal for each parish at 1.15 times the average of its average assessable income for the 2023 and 2024 Diocesan Appeal. Parishes believing they have extenuating circumstances may appeal to Clergy Committee for their goal recommendation.
11. Once a parish's wave begins the parish should suspend special fundraising efforts designed to raise money for extraordinary needs such as a new building or debt reduction. Parishes are highly encouraged to identify their extraordinary need(s) as the goal to be addressed by the parish share.
12. The campaign will seek major gifts from individuals who may have the financial capacity to consider a significant gift to the campaign (\$100,000+). Major gifts designated toward diocesan initiatives will be credited 100% to the diocese, otherwise undesignated major gifts will be credited to the donor's parish goal. The campaign will seek to coordinate major gift requests as much as possible between parishes and the diocese. In some cases, a gift may be secured that satisfies a significant portion or even exceeds a parish's campaign goal. To encourage broad participation in every parish, it is recommended that a gift of this nature not be announced at the parish until the end of the campaign in the donor's parish.
13. While designated gifts will not be encouraged, donor intention must be honored. To that end, donors have the option of designating all or a percentage of their gift to specific diocesan initiatives. Undesignated gifts will be apportioned to the initiatives as stated in campaign literature. Gifts designated exclusively to parish share projects will not count toward the parish goal.



# CAMPAIGN GUIDELINES CONTINUED

14. Parish goals should meet the following criteria:
  - a. The goals should promote the vision of the campaign to bring vitality to the parish, promote participation in the life of the parish, and evangelize and serve the faithful and the surrounding community, including outreach to the poor and marginalized,
  - b. The goals should fall within the areas suggested in the planning study, i.e. development of ministries, hiring of ministers or staff to assist in parish ministry, maintaining or renovating parish buildings or grounds, construction of new facilities or grounds, purchase of equipment or technology, reduction or elimination of debt, building parish reserves or adding to or creation of a parish endowment. Questions regarding endowments should be directed to the Director for Finance and Administration, Jodi Rippon, at [jriippon@rockforddiocese.org](mailto:jriippon@rockforddiocese.org).
  - c. Current diocesan guidelines for capital expenditures would continue to be in force.
  - d. The goals should be published in the parish “case statement” of the campaign held in the parish with an explanation of the goals and have an attending budget.  
*\* Parish goals outside these guidelines would need specific approval from the diocese.*
15. Funds paid on pledges will be held with the *Diocese of Rockford – You Will Be My Witnesses Trust*. On a quarterly basis, each parish will receive a report on the total pledge payments received.
  - a. Campaign funds will be distributed to parishes based on payments received, not pledged.
  - b. Parishes may request funds
    - i. 3 months after their parish portion of the campaign has been completed,
    - ii. when 30 percent of the parish pledge amount has been received, and, if applicable,
    - iii. when funds are sufficient to begin the identified project(s)\*  
*\*Building projects must be approved in accordance with diocesan policies.*
  - c. In the case of debt reduction/elimination, funds may be released sooner than listed above. Parishes should contact the Director for Finance and Administration, Jodi Rippon, to discuss available options.
16. Each parish, working with the Office of Charitable Giving, will generate a complete list of households within each parish including giving history, if applicable. The Office of Charitable Giving and the Steier Group will work with each parish to determine suggested pledge amounts for households to consider for the campaign.
17. Pledge reminders and payment processing will be handled by the Office of Charitable Giving. It is the discretion of Bishop Malloy in collaboration with diocesan staff, to structure the additional workload with diocesan personnel and their costs.
18. Major gift donors should initially be asked to consider making gifts over 3 years, with the flexibility to extend the pledge period to 5 years if it will allow them to make a larger gift. The parish campaigns should have a default 3-year pledge term.
19. For this campaign, the preference of the Clergy Committee is that the diocese should have all pledges and gifts made out to the **Diocese of Rockford – You Will Be My Witnesses Campaign**. The specific endowments will be held in the *You Will Be My Witnesses Trust*.
20. Parishes will participate in the *You Will Be My Witnesses Campaign* in one of four waves:

Wave	Dates
Pilot Wave	August 2025 – February 2026
Wave 2	February 2026 – August 2026
Wave 3	August 2026 – February 2027
Wave 4	February 2027 – August 2027





# PARISH TARGETS, SHARES AND MATCHING FUNDS

The charts here and on page 6 demonstrate the financial aspects of the campaign.

## CHART 1:

- Column A** The parishes below are actual examples of parishes in the diocese, selected to provide an example in each income category.
- Column B** shows the five levels into which parishes are grouped based on their Assessable Income. (Guideline #2)
- Column C** is Campaign Target based on the Assessable Income. For each parish this is the minimum target to raise in the campaign. (Guideline #10)
- Column D** is the amount raised by the parish which – in this demonstration - equals the parish's Campaign Target. (Guideline #10)
- Column E** is the 40% parish share of what the parish raised. (Guideline #1)
- Column F** shows the percentage matches chosen by the Clergy Committee to assist Opportunity Parishes. (Guideline #2) Over half of the parishes of the diocese qualify for assistance under this guideline.
- Column G** shows the amounts that result from the match applied to the qualifying parishes once they receive pledge payments equal to their Campaign Target.
- Column H** shows the total amount available to a parish for their own projects upon receiving the match – for receiving pledge payments equal to their Campaign Target – and the 40% of the amount raised (the sum of columns E and G).



*Note: Parishes that do not receive pledge payments equal to their Campaign Target do not qualify for a match but will still receive 40% of whatever amount they raise.*

## CHART 1 - EXAMPLE OF PARISHES MEETING THEIR CAMPAIGN TARGET

A	B	C	D	E	F	G	H
PARISH	INCOME LEVEL	CAMPAIGN TARGET	PARISH RAISED	PARISH SHARE (40%)	PERCENT MATCH	AMOUNT MATCH	PARISH EARNINGS (40% + MATCH)
Parish A	More than \$400,000	\$615,878	\$615,878	\$246,351	n/a	n/a	\$246,351
Parish B	\$300,001-\$400,000	\$422,812	\$422,812	\$169,125	15%	\$55,349	\$224,473
Parish C	\$200,001-\$300,000	\$281,015	\$281,015	\$112,406	25%	\$61,311	\$173,717
Parish D	\$100,001-\$200,000	\$157,396	\$157,396	\$62,958	40%	\$54,944	\$117,902
Parish E	Less than \$100,000	\$41,714	\$41,714	\$16,686	55%	\$20,022	\$36,708

# PARISH TARGETS, SHARES AND MATCHING FUNDS CONTINUED

## CHART 2:

1. **Columns I – K** are the same as A-C in the chart on page 6.
2. **Column L** shows campaigns that raise funds *in excess* of the Campaign Target. These numbers are provided for illustrative purposes only.
3. **Column M** is the difference between what the parish raised and the Campaign Target (column L minus column K).
4. **Column N** shows the 60% parish share of funds raised over the Campaign Target. (Guideline #2)
5. **Column O** is the number resulting from column H (the 40% share + match) from Chart 1.
6. **Column P** is the sum of columns N and O – the entire parish share.

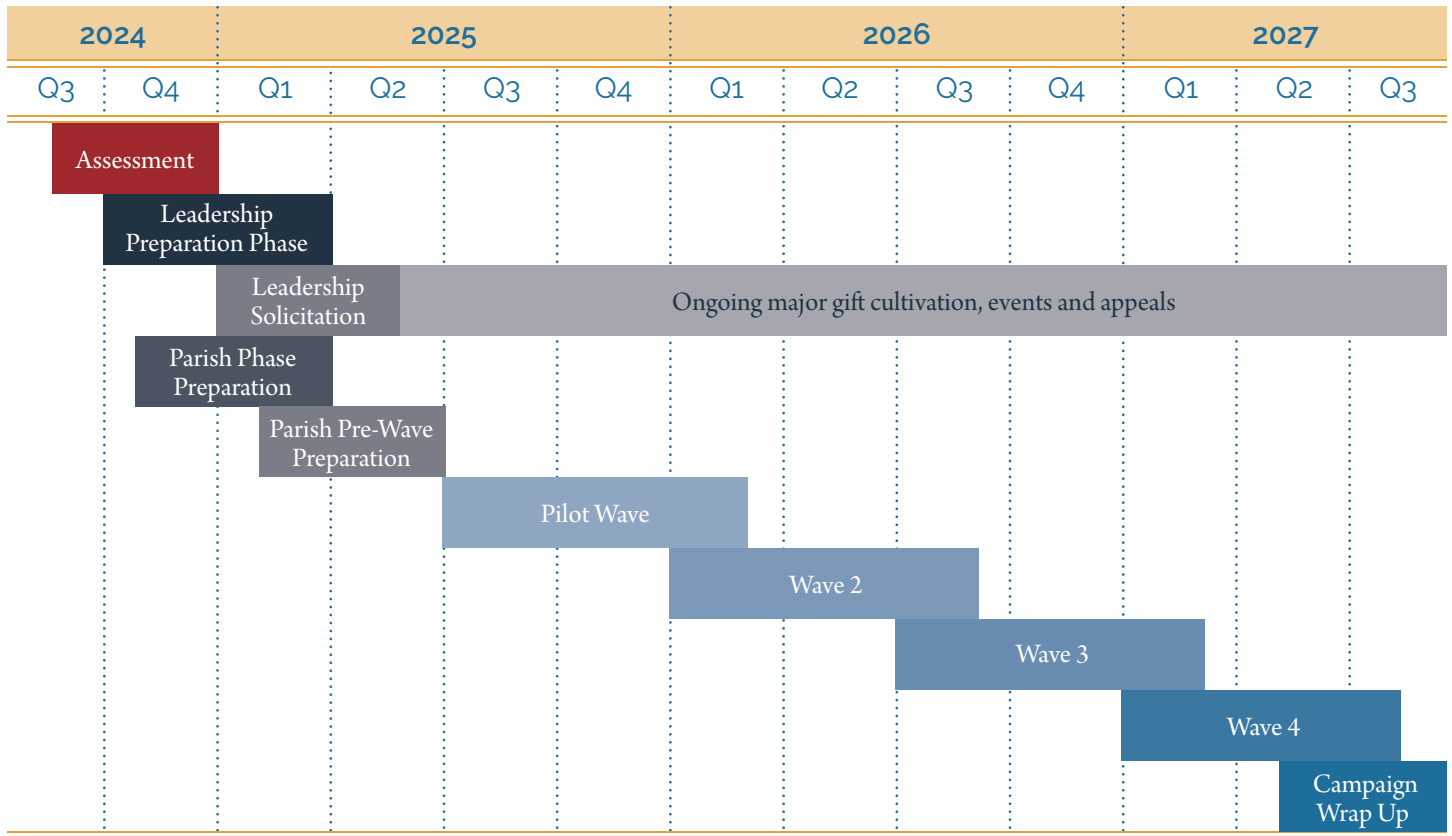
## CHART 2 - EXAMPLE OF PARISHES EXCEEDING THEIR CAMPAIGN TARGET

I PARISH	J INCOME LEVEL	K CAMPAIGN TARGET	L PARISH RAISED	M AMOUNT OVER 100% TARGET	N PARISH SHARE (60%)	O PARISH EARNINGS (40% + MATCH)	P NEW PARISH EARNINGS
Parish A	More than \$400,000	\$615,878	\$946,000	\$330,122	\$198,073	\$246,878	\$444,951
Parish B	\$300,001-\$400,000	\$422,812	\$621,890	\$199,078	\$119,447	\$224,473	\$343,920
Parish C	\$200,001-\$300,000	\$281,015	\$300,764	\$19,749	\$11,849	\$173,717	\$185,566
Parish D	\$100,001-\$200,000	\$157,396	\$198,752	\$41,356	\$24,814	\$117,902	\$142,716
Parish E	Less than \$100,000	\$41,714	\$79,876	\$38,162	\$22,897	\$36,708	\$59,605



# DIOCESAN CAMPAIGN TIMELINE

The *You Will Be My Witnesses* Campaign is currently in the preparation phase and is moving into the leadership gift phase. Parish waves, where the campaign will be conducted in a select number of parishes at a time, are set to start in August 2025. Your parish's involvement in a wave – which comprises your parish's entire active involvement in the campaign – will take approximately six months.



## THE CAMPAIGN TIMELINE IN YOUR PARISH



### ***Prior to your Wave***

- Develop goals for the use of funds raised for the parish – this includes the pastor and lead volunteers attending a Regional Parish Wave Orientation
- Develop and provide a parish database to the Office of Charitable Giving

### ***Months 1-3***

- Recruit campaign leaders and a volunteer team
- Attend regional campaign meetings
  - Orientation for pastors, parish chairpersons and volunteers
  - Training for pastors, chairpersons and parish volunteers
- Determine gift request amounts
- Solicit lead gifts

### ***Months 4-6***

- Kick off the campaign with a weekend event at and after Masses
- Use other parish events to promote the campaign
- Make personal visits to solicit gifts
- Host a Commitment Weekend in the parish





## THE PASTOR'S ROLE IN THE CAMPAIGN

- Recruit campaign chairperson(s) who will lead your parish's effort and recruit a campaign volunteer team.
- Actively and publicly support the goals of the campaign by speaking about the effort during Masses and attending volunteer meetings and special events.
- Assist in determining request amounts and solicitation strategies for your parishioners.
- Conduct solicitations of select parishioners, particularly volunteer leaders, and lead gift candidates.
- Attend 2-3 public events to promote the effort and cultivate top prospective donors.
- Communicate directly with the staff to ensure that they are well-informed regarding the campaign's progress.
- Make a financial contribution to the campaign.

## HELP FOR PARISHES AND PASTORS

The Office of Charitable Giving and Steier Group campaign managers will work with you and your parish throughout the campaign at every step, including:

- Assessing parish needs and setting goals
- Planning the campaign
- Authenticating the parish database
- Evaluating donor capacity
- Working with pastors to make asks
- Training campaign leaders and volunteers
- Producing parish-specific campaign materials
- Providing communication pieces for you and your volunteers
- Processing pledges and gifts to the campaign



# FREQUENTLY ASKED QUESTIONS

The following questions are ones that have already come up or usually arise with diocesan capital campaigns. We are providing responses to these to answer any questions you may have or may receive from your parishioners before and during the campaign.

## ***1. What is the You Will Be My Witnesses Campaign?***

*You Will Be My Witnesses* is a campaign that seeks to raise a minimum of \$60 million in gifts and pledges to strengthen local parishes and bring specific support to evangelization to grow our Catholic Church.

## ***2. When will the campaign take place?***

Campaign preparations are ongoing, and the active campaign will take place in four “waves,” beginning with a pilot wave in August 2025. The parish waves will conclude in mid-2027, with a pledge redemption period to follow.

## ***3. Who will participate and be asked to give for the campaign?***

All parishes within the Diocese of Rockford will participate in the campaign during specific “waves” of activity from 2025-2027. Every parishioner in the diocese will be asked to make a sacrificial gift.

## ***4. Why are we embarking on a campaign of this magnitude?***

It has been almost 25 years since our last campaign and much has changed within our diocese. We conducted an assessment to better understand current needs and priorities, gathering valuable feedback from parishes, schools, and the broader diocesan community. After listening to parishioners and engaging in thoughtful reflection and prayer, we identified evangelization and parish vitality as our most pressing priorities. This campaign is a vital step in addressing today’s challenges while laying a strong foundation for a thriving, growing Church that will continue to share Christ’s message with future generations throughout our diocese.

## ***5. How is the campaign different from the Diocesan Appeal?***

The Diocesan Appeal funds day-to-day diocesan operations, while the campaign is a three-year effort to address specific long-term needs. By investing in the people, programs, and resources that enable us to share the Gospel more effectively, we will strengthen our ministries and expand their capacity to serve.

## ***6. How will parishes benefit from the You Will Be My Witnesses Campaign?***

Our parishes are the heart of our diocese, and we must ensure their strength and viability. If the \$60 million goal is reached, parishes will receive \$24 million to address defined local projects and needs. Additionally, a pool of \$3 million will provide extra support to opportunity parishes.

## ***7. What are the parishes’ responsibilities and how will the diocese support the parishes?***

Every parish, under the leadership of the pastor, will

- Assess their needs and determine the projects to promote
- Form a campaign team by appointing key volunteers
- Host campaign events
- Personally meet with parishioners to ask for their financial support

The diocese will support parishes by

- Covering all the campaign fees
- Providing funding for administrative costs including designing, printing and mailing.





# FREQUENTLY ASKED QUESTIONS CONTINUED

## 8. Will the campaign impact offertory?

Offertory is expected to remain constant during the *You Will Be My Witnesses* three-year pledge period. On many occasions, parishes have experienced noticeable increases in offertory giving in the years following the conclusion of a campaign. (March 2, 2017, “Capital Campaigns Bolster Annual Giving Programs,” *Steier Tips*, [www.steiergroup.com](http://www.steiergroup.com); October 16, 2023 “4 Persistent Capital Campaign Myths, Dispelled With Data,” *Guides and Resources*, [www.afpglobal.org](http://www.afpglobal.org))

## 9. Are there any anticipated parish or school closings in the Diocese of Rockford?

Strengthening the health and vitality of our parishes and local communities is a core goal of the *You Will Be My Witnesses* Campaign. There are no plans to close parishes or schools within the diocese at this time.

## 10. Remind me of the results for the United In Faith Campaign conducted in 2001. What is the status of the funds now?

\$23.4 million was raised during the *United in Faith* Campaign in 2001 for a restricted fund for long-term use for schools, seminarian/priest education, religious education/youth ministry, support for the needy and poor, and priest retirement. As of June 30, 2024, \$27.8 million has been distributed from this fund's earnings, which currently holds \$34.8 million for these specific uses. Additional information can be found on The Catholic Foundation website: <https://www.foundationrockford.org/uif>.

## 11. What is the current financial status of the diocese?

The Diocese of Rockford is in a healthy financial condition. This capital campaign will allow us to fund new ideas, new possibilities, and new growth in our diocese and in our parishes. As a result, our hope is that this campaign will help increase Mass attendance, foster healthier and stronger Catholic families, give rise to greater Catholic witness in our communities and grow ministry participation for years to come.



## 12. What happens if we exceed our goal?

Should we exceed our \$60 million goal, the additional diocesan funds will be allocated to the following priorities:

### Diocesan Safety and Facilities Fund

- All people of the diocese need and deserve welcoming and safe churches, schools, and office environments. These funds will be used to maintain and improve facilities of and throughout the diocese.

### Diocesan Communications Office

- Funds will be used to assess and support diocesan offices, churches, and schools in identifying communication needs and resources. This will involve leveraging modern technology and addressing the media needs of parishioners effectively.

### Bishop's Charitable Fund

- Bishop Malloy frequently receives requests for financial aid by missionaries, Catholic non-profits and bishops from under-developed areas of the United States and countries around the world as well as local needs and charities. The funds held in this fund will allow him to share from the goodness and generosity of people of the diocese.





# PARISH CAMPAIGN LEADERSHIP AND VOLUNTEERS

**A**nother key to a successful campaign is the recruitment of campaign leaders and volunteers. Below is a listing of the qualities you should look for in recruiting these parishioners, along with the roles and responsibilities assigned to the positions.

## LEADERSHIP CHARACTERISTICS

While identifying individuals and couples to fill leadership positions for your parish campaign, the Steier Group recommends that potential leaders are approached who possess the following characteristics:

- High-profile, well-respected members of the parish community. These leaders will have the ability to attract other leaders and contributors.
- Those who support your parish and are knowledgeable regarding the parish mission and needs.
- Individuals interested in the parish and serving as a campaign leader.
- Those with the capacity to make a significant gift.

## PARISH GENERAL CHAIRS

### *Roles and Responsibilities*

The General Chairs will assist you and the Steier Group with the items listed below:

- Assist you, the diocese and the Steier Group in overseeing the entire campaign in your parish and strategizing to ensure the campaign's success.
- Attend regular meetings with you and the Steier Group to review the campaign progress and make certain that tasks are completed on time.
- If necessary, assist with the recruitment of the Campaign Committee.
- Assist the campaign in evaluating the top prospective major donors regarding their ability and willingness to donate to the campaign and help identify the most appropriate person to conduct each major gift visit.
- Personally visit approximately 10 prospective major donors, asking them to consider making a pledge to the capital campaign.\*
- Attend any hosted campaign events.
- Openly support the goals of the campaign.
- Make a significant gift to the effort.

## PARISH CAMPAIGN

### COMMITTEE

### *Roles and Responsibilities*

A member of the Campaign Committee will assist you, parish leaders and the Steier Group with the items listed below:

- Attend an orientation on the campaign and a training on best practices in contacting donors and soliciting for pledges to the campaign.
- Make a personal gift to the campaign.
- Help you, the campaign chairs and the Steier Group to conduct gift requests with members of your parish community. Each volunteer will be asked to follow up with approximately 10-12 families of their own choosing.\*
- Work with the Steier Group to ensure that all gift requests follow the campaign timeline. The visits can be scheduled at the committee member's convenience.

## PARISH CAMPAIGN

### VOLUNTEERS

### *Roles and Responsibilities*

Campaign volunteers will assist you, parish leaders and the Steier Group with the items listed below:

- Attend an orientation on the campaign and a training on best practices in contacting donors and soliciting for pledges to the campaign.
- Make a personal gift to the campaign.
- Each volunteer will be asked to follow up with approximately 10-12 families of their own choosing.\*
- Work with the Steier Group to ensure that all gift requests follow the campaign timeline. The visits can be scheduled at the volunteer's convenience.

*\*These will not be "cold" calls. A mailing will be sent to each household with a packet of information that contains a specific financial request. Volunteers will follow up to answer questions and secure a decision. Volunteers will ask for participation, not a gift of a specific amount.*

## CAMPAIGN PERSONNEL

### *Steering Committee*

The Most Reverend David J. Malloy, *Bishop of Rockford*  
Rev. Msgr. Glenn L. Nelson, *Vicar General*  
Mr. Ryan W. Blackney, *General Counsel*  
Mrs. Claudia Broman, *Director – Office of Charitable Giving*  
Mr. Kevin Fuss, *Director – Office of Research and Planning*  
Mrs. Ellen B. Lynch, *Retired General Counsel*  
Mrs. Jodi Rippon, *Director – Office of Finance and Administration*  
Mrs. Penny Wiegert, *Director – Office of Communications*

### *Supporting Personnel*

Jody Dal Santo  
Margarita Mendoza  
Sue Paulsen

### *Campaign Counsel*

Steier Group



## DIocese OF ROCKFORD

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