



YOU WILL BE *my* WITNESSES

A Campaign for the
DIOCESE OF ROCKFORD



**CALLED TO WITNESS:
CAMPAIGN HANDBOOK**

YOU WILL BE MY WITNESSES CAMPAIGN GOAL

\$60 MILLION

5%
PARISH
OPPORTUNITY FUND
(\$3 million)



49%
EVANGELIZATION
(\$29.5 million)

40%
HEALTHY,
VIBRANT PARISHES
(\$24 million)

6%
DIOCESAN FACILITIES
(\$3.5 million)



Healthy, vibrant parishes | \$24 million

A diocese cannot truly flourish without thriving parishes. **The aim of this campaign is to bring vitality to the parish, promote participation in parish life, and evangelize and serve the faithful and the surrounding community.**

At least 40% of the funds collected on pledges at the parish will be directed to the projects that matter most to each parish. Once a parish reaches its baseline target, 60% of anything raised beyond that goal will stay within the parish. And if a parish doubles its baseline target, 100% of the additional funds raised will be theirs to steward.

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Parish Opportunity Fund | \$3 million

At the same time, this campaign seeks to provide special support to parishes most in need. A total of 5% of the funds raised – equivalent to \$3 million if we reach our campaign goal of \$60 million – will be allocated to support parishes whose average annual assessable income (average income) – for 2023 and 2024 – was \$400,000 or less.

- Parishes with an assessable income of \$100,000 or less will be eligible for a 55% match of their average income.
 - Parishes with an assessable income of \$100,001 to \$200,000 will be eligible for a 40% match of their average income.
 - Parishes with an assessable income of \$200,001 to \$300,000 will be eligible for a 25% match of their average income.
 - Parishes with an income of \$300,001 to \$400,000 will be eligible for a 15% match of their average income.
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Evangelization | \$29.5 Million¹

We will use existing diocesan ministries to lead us in our call to be witnesses to the person of Jesus and the love of God. The campaign goals below address the diocese's current needs and are supported by feedback received from both clergy and laity during the assessment period.

RELIGIOUS EDUCATION AND FAITH FORMATION OFFICE (\$13.2 MILLION)

In a culture seeking identity, purpose, and healing – ultimately searching for God – our mission is to empower clergy and laity to share the Gospel. To advance this mission, we will endow the following initiatives, generating (annual distributions):

- **Invest in Lay Evangelization (\$265,000 annual distribution)**
Support 25 parishes in recruiting, training, and retaining catechetical leaders to enhance youth and family engagement. Funds will also support diocesan youth events and provide scholarships for youth and volunteers.
- **Religious Education & Youth Ministry Parish Cohorts (\$170,000 annual distribution)**
Create 14 religious education or youth ministry parish cohorts. This will allow small to medium-sized parishes to join in hiring a qualified and capable person to lead a unified interparish program.
- **Diocesan Mentor Program (\$162,000 annual distribution)**
Launch a program with a full-time coordinator and a team of mentors to help parishes evaluate, plan, and train for evangelization efforts, fostering communities focused on discipleship.

Evangelization¹ CONTINUED

CATHOLIC SCHOOLS (\$12.1 MILLION)

With optimism for the future, we aim to guide students in daily encounters with Christ, forming faith-filled Christians and future parish leaders. The following initiatives - with (annual distributions) generated through endowments - will expand our impact and share His light:

- **Investment in Our Students - Tuition Assistance (\$304,500 annual distribution)**
Ensure Catholic education is affordable and accessible for all families, fostering a diverse and inclusive community.
- **Student and Family Evangelization (\$80,000 annual distribution)**
Develop curriculum rooted in evangelization, Christian anthropology, and Theology of the Body to deepen personal relationships with Christ.
- **Incentives / Strategic Partnerships (\$80,000 annual distribution)**
Support professional development for principals and teachers and partner with Catholic teacher preparation programs to recruit skilled educators and leaders.
- **Developing Centers of Excellence (\$80,000 annual distribution)**
Strengthen our schools to distinguish themselves both from one another and from their public-school counterparts. In addition to providing superior faith formation and academic excellence, these schools would tailor their curricula to include specialized tracks in STREAM, dual language immersion, fine arts, performing arts, and Catholic liberal arts education. These unique offerings serve as a powerful means of evangelization, attracting families seeking both academic rigor and spiritual growth.

¹The specific projects and employment positions delineated within the Evangelization section of the *You Will Be My Witnesses* Campaign will be pursued by the Diocese as the campaign progresses. However, projects and employment positions may be adjusted as future circumstances and organizational needs evolve.

LIFE AND FAMILY EVANGELIZATION (LiFE) OFFICE (\$2.7 MILLION)

Strong Catholic families are vital to the Church’s mission of proclaiming the Gospel. Endowed funds will support two bilingual coordinator positions (with an annual distribution of \$120,000) to build up English- and Spanish-speaking families through prayer, formation, advocacy, and accompaniment:

- **Hispanic Marriage Preparation and Natural Family Planning**
Lead Spanish-language marriage preparation, address the unique needs of the Hispanic community, and oversee Natural Family Planning instruction in English and Spanish.
- **Family and Respect Life Ministries**
Assist parishes to strengthen marriages, support struggling couples, foster Catholic family life, and promote respect life teachings in English- and Spanish- speaking communities.

BISHOP LANE RETREAT CENTER (\$1.5 MILLION)

For six decades, the retreat center has provided the space and time for retreatants to “...ponder over one’s proper relationship with God and to his fellow man...”. There are numerous possibilities to provide spiritual and emotional benefits to clergy and laity; those seeking respite and healing, or simply a stronger relationship with their Creator. Projects included in the renovation of the retreat center include the following areas:

- **Retreat Bedrooms (\$600,000)**
Refurbish 50 guest bedrooms. This will include flooring, vanity and mirror, lighting, window treatments, and linens.
- **Private Baths (\$300,000)**
Renovate 50 private bathrooms, updating them with new shower stalls, toilets, lighting, and flooring.
- **Common Areas (\$400,000)**
Update the retreat center conference room lighting, install seating and flooring in the chapel, and remodel the sacristy.
- **Youth Center (\$200,000)**
Replace five rooftop HVAC units at the Youth Center.

Diocesan Facilities | \$3.5 Million

The Diocesan Administration Center in Rockford houses the Chancery offices, Diocesan Curia, administrative offices, a chapel and meeting spaces. As with any building, overtime, repairs and maintenance are required to provide a safe and comfortable work environment. Campaign dollars allocated to this initiative would be directed towards much needed replacement of aging heating and cooling systems. By raising the funds through this campaign effort, we can avoid assessing the parishes for the costs.

PARISH CAMPAIGN HIGHLIGHTS

One of the *You Will Be My Witnesses* Campaign's primary purposes is to support each diocese parish by helping them raise funds for their chosen, approved projects. This initiative strengthens parish life and expands evangelization efforts throughout the diocese. Below are some of the highlights for parishes:

- Each parish will receive back 40% of funds paid on pledges up to its target, 60% of funds paid on pledges beyond target, and 100% of funds paid on pledges beyond 200% of the target. Gifts designated exclusively to the parish will not be counted toward the parish-share formula. **See examples: pages 5-7.**
- Parishes having an average 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 average income* of:
 - \$100,000 or less – will receive a match of 55% of its average income.
 - \$100,001 to \$200,000 – will receive a match of 40% of its average income.
 - \$200,001 to \$300,000 – will receive a match of 25% of its average income.
 - \$300,000 to \$400,000 - will receive a match of 15% of its average income.**See examples: page 8**
- 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.



- Parishes will not be responsible for any campaign expenses such as consultant fees, printing and postage of campaign materials originating from the diocese, and 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.
- 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.
- Parish goals should meet the following criteria:
 - 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
 - The goals should fall within the areas suggested in the campaign assessment, i.e.
 - development of ministries
 - hiring of ministers or staff to assist in parish ministry and evangelization
 - maintaining or renovating parish buildings or grounds
 - construction of new facilities or grounds
 - purchase and/or installation of equipment or technology
 - reduction or elimination of debt
 - building parish reserves
 - adding to a parish endowment
- Pledge reminders and payment processing will be handled by the Office of Charitable Giving.

NOTE: A full list of Campaign Guidelines is available in the booklet received by your pastor.

HOW THE PARISH SHARE WORKS

The parish share is outlined on page 4, first bullet. It is also guideline one in the pastor's campaign guide.

The parish share is designed to empower parishes by providing a valuable opportunity to fund important projects and strengthen communities. Each parish's campaign target is based on its average parish income for 2023 and 2024. Every parish is different and will have a designated campaign manager to help you understand your specific situation.

The following is an explanation of how the parish share works. St. Polycarp is a fictional parish and only for illustration purposes.



Example: St. Polycarp (Fictional Parish)
For illustration purposes, let's consider St. Polycarp parish, with Pastor Good Guy.

Average Parish Income (2023 and 2024): \$87,271	Multiplier for Campaign Target: 1.145858 (~1.15)	Final Campaign Target: \$100,000
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The clergy committee recommended, and Bishop Malloy approved, applying this multiplier to all parishes to determine campaign targets. Since each parish is unique, your parish's specific target will be unique as well.



HOW THE PARISH SHARE WORKS CONTINUED

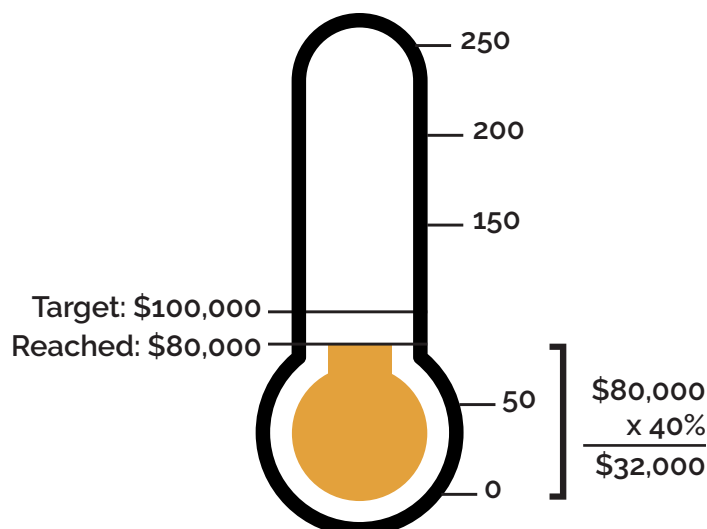


Scenario #1: St. Polycarp did not reach its campaign target in paid pledges and gifts

The pastor, leaders and volunteers dedicated significant effort to the campaign. However, despite their hard work, the parish came up shy of the target and received \$80,000 in payments and gifts.

According to the guidelines for the campaign, *each parish will receive back 40% of funds paid on pledges up to its goal.*

- St. Polycarp receives back \$32,000 to directly support their local parish needs.



AMOUNT PAID	PARISH SHARE (%)	PARISH SHARE (\$)	PARISH TOTAL (\$)	Real Share (%)
\$80,000	40%	\$32,000	\$32,000	40%

According to campaign guidelines: because the parish made a good faith effort in the campaign, St. Polycarp will not be required to cover the shortfall between the campaign target and the total amount received in paid pledges and gifts.

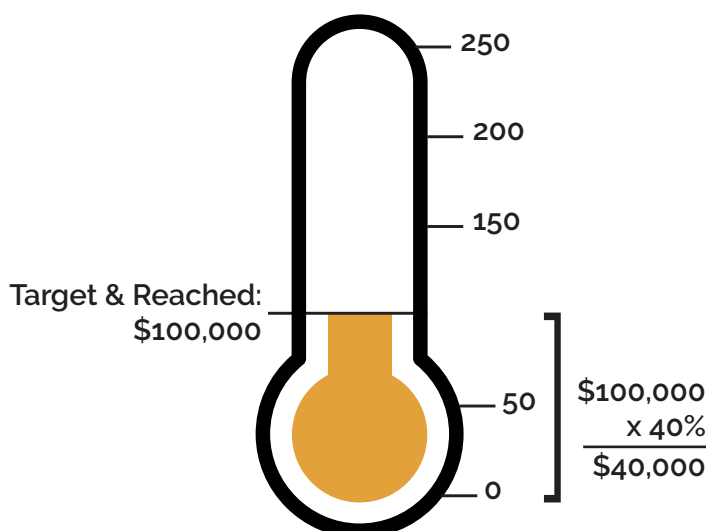


Scenario #2: St. Polycarp reached the campaign target in paid pledges and gifts

With strong leadership from Fr. Good Guy and the campaign team, St. Polycarp parishioners rallied together and successfully reached their \$100,000 target in paid pledges and gifts.

- As a result, following campaign guidelines, the parish receives back 40% of the total paid amount – \$40,000 – to support its local projects.

Excitement is high as the parish not only met its goal but also qualified for the **Parish Opportunity Fund match** (details later in this document).



AMOUNT PAID	PARISH SHARE (%)	PARISH SHARE (\$)	PARISH TOTAL (\$)	Real Share (%)
\$100,000	40%	\$40,000	\$40,000	40%



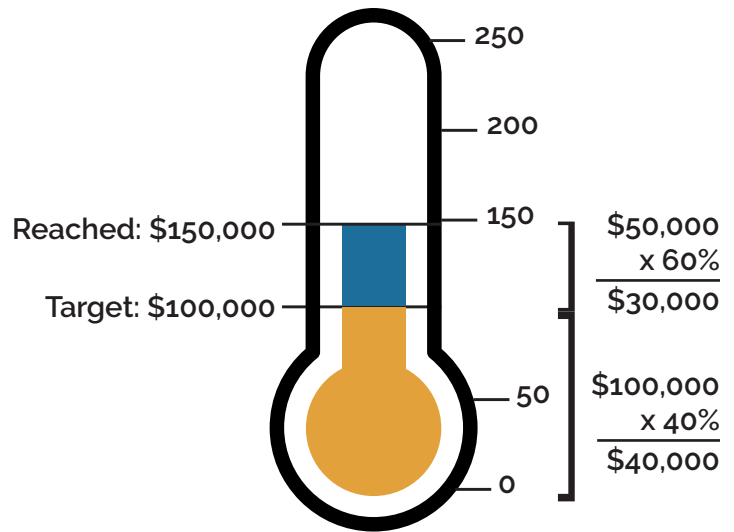
Scenario #3: St. Polycarp surpassed its campaign target in paid pledges and gifts

St. Polycarp parishioners went above and beyond, surpassing their campaign goal with \$150,000 in paid pledges and gifts – \$50,000 over their goal. The campaign guidelines indicate that *should a parish exceed its target, the parish receives back 60% of funds paid on pledges beyond goal.*

Under campaign guidelines:

- The parish receives back 40% of the first \$100,000 raised – \$40,000
- The parish receives back 60% of the \$50,000 raised beyond the goal – \$30,000.

In total, St. Polycarp receives back \$70,000, which is 47% of the total funds raised – a significant boost for parish projects!



AMOUNT PAID	PARISH SHARE (%)	PARISH SHARE (\$)	PARISH TOTAL (\$)	Real Share (%)
\$150,000				
\$100,000	40%	\$40,000		
\$50,000	60%	\$30,000		
			\$70,000	47%



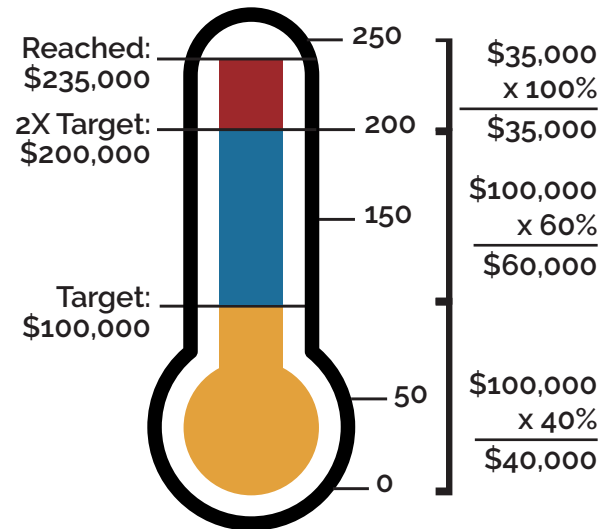
Scenario #4: St. Polycarp surpassed 200% of its campaign target in paid pledges and gifts

Inspired by the opportunity to receive 100% of funds raised beyond 200% of their goal, Fr. Good Guy, and campaign leaders and parishioners went all in – spiritually and financially – pushing well past 200% of their target. St. Polycarp raised \$235,000!

Under campaign guidelines:

- The parish receives back 40% of the first \$100,000 raised – \$40,000
- The parish receives back 60% of the next \$100,000 raised beyond the goal – \$60,000.
- The parish receives back 100% of the funds raised over 200% of their target – \$35,000

The parish receives back \$135,000, 57% of the total funds raised!



AMOUNT PAID	PARISH SHARE (%)	PARISH SHARE (\$)	PARISH TOTAL (\$)	Real Share (%)
\$235,000				
\$100,000	40%	\$40,000		
\$100,000	60%	\$60,000		
\$35,000	100%	\$35,000	\$135,000	57%

HOW THE PARISH OPPORTUNITY FUND WORKS

The Parish Opportunity Fund is outlined on page 4, second bullet. It is also guideline two in the pastor's campaign guide.

During the planning study for the *You Will Be My Witnesses* Campaign, many of the pastors and parishioners emphasized the need to support “smaller and economically challenged parishes.” In response, the Clergy Committee recommended, and Bishop Malloy approved, the creation of the **Parish Opportunity Fund**. This fund provides financial and fraternal assistance to less affluent parishes that still have significant facility, program, and ministry needs.

Parishes with an average income of \$400,000 or less qualify for the **Parish Opportunity Fund**. Matching funds are awarded based on income levels:

- \$100,000 or less – will receive a match of 55% of its average income.
- \$100,001 to \$200,000 – will receive a match of 40% of its average income.
- \$200,001 to \$300,000 – will receive a match of 25% of its average income.
- \$300,000 to \$400,000 – will receive a match of 15% of its average income.

To receive matching funds, a parish must **collect and pay pledge funds equal to 100% of its campaign target**.



Example: St. Polycarp (Fictional Parish)
For illustration purposes, let's consider St. Polycarp parish again:

Average Parish Income (2023 and 2024): \$87,271	Multiplier for Campaign Target: 1.145858 (~1.15)	Final Campaign Target: \$100,000	Parish Opportunity Fund Match: \$47,999*
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*St. Polycarp's average income is below \$100,000 and qualifies for a 55% match.
To find the opportunity match, multiple the average income by the respective match.

- \$87,271 (average parish income) x 55% (opportunity fund match) = \$47,999.

$$\begin{array}{r} \$87,271 \\ \times 55\% \\ \hline \$47,999 \end{array}$$



HOW THE PARISH OPPORTUNITY FUND WORKS

CONTINUED

Let's review how the Parish Opportunity Fund affects its campaign results.

Scenario #1: St. Polycarp did not reach its campaign target in paid pledges and gifts

AMOUNT PAID	PARISH TOTAL (\$) & (%) (from Parish Share)	OPPORTUNITY FUND MATCH	NEW TOTAL (\$)	NEW % OF PAID PLEDGES & GIFTS
\$80,000	\$32,000 (40%)	NA *	\$32,000	40%

* The parish did not qualify for the opportunity fund match because it did not receive 100% of the campaign target.

Scenario #2: St. Polycarp reached the campaign target in paid pledges and gifts

AMOUNT PAID	PARISH TOTAL (\$) & (%) (from Parish Share)	OPPORTUNITY FUND MATCH	NEW TOTAL (\$)	NEW % OF PAID PLEDGES & GIFTS
\$100,000	\$40,000 (40%)	\$47,999	\$87,999	88%

Scenario #3: St. Polycarp surpassed 100% of its campaign target in paid pledges and gifts

AMOUNT PAID	PARISH TOTAL (\$) & (%) (from Parish Share)	OPPORTUNITY FUND MATCH	NEW TOTAL (\$)	NEW % OF PAID PLEDGES & GIFTS
\$150,000	\$70,000 (47%)	\$47,999	\$117,999	79%

Scenario #4: St. Polycarp surpassed 200% of its campaign target in paid pledges and gifts

AMOUNT PAID	PARISH TOTAL (\$) & (%) (from Parish Share)	OPPORTUNITY FUND MATCH	NEW TOTAL (\$)	NEW % OF PAID PLEDGES & GIFTS
\$235,000	\$135,000 (57%)	\$47,999	\$182,999	78%

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; October 16, 2023 "4 Persistent Capital Campaign Myths, Dispelled With Data," *Guides and Resources*, 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.

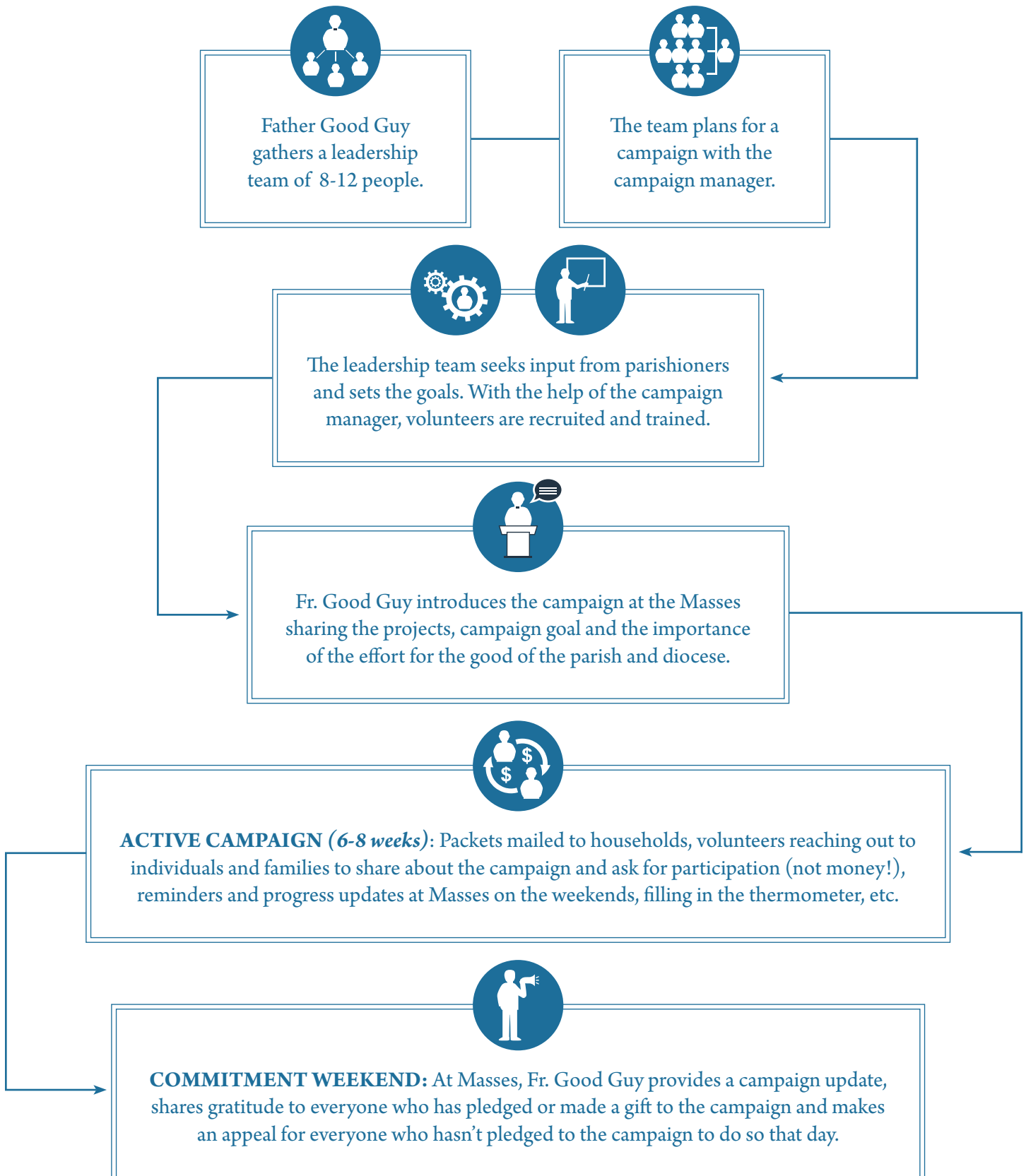
Bishop's Charitable Fund

- 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.



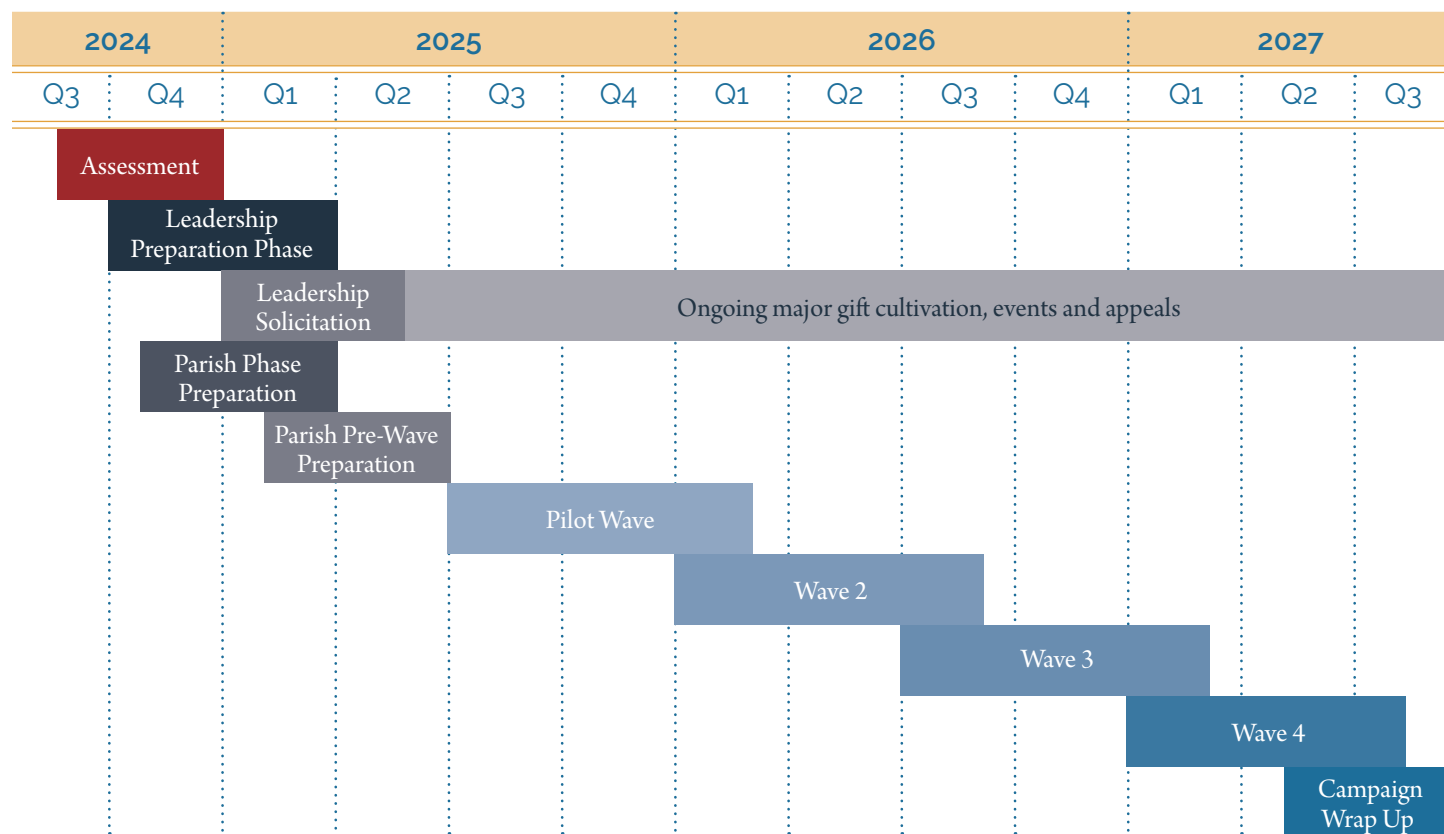
HOW A PARISH CAMPAIGN WORKS

Parish campaigns will follow the outlined structure over a six-month timeline.



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

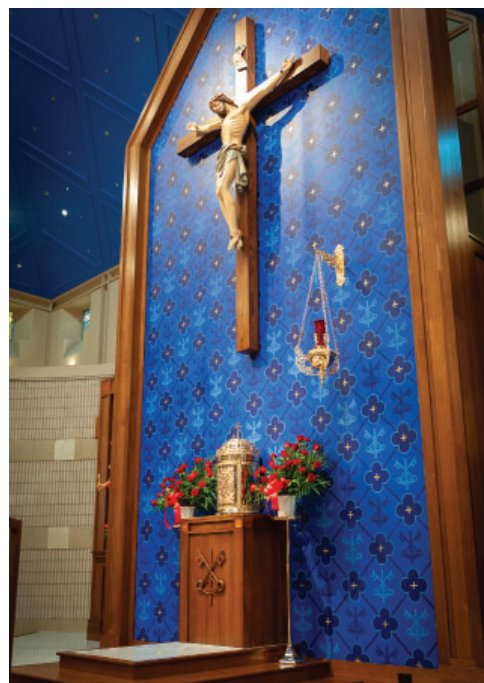


- Recruit campaign chairperson(s) who will lead your parish's effort and recruit a campaign volunteer team.
- Actively and publicly support the goals of the campaign by speaking about the effort during Masses and attending volunteer meetings and special events.
- Assist in determining request amounts 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



PARISH CAMPAIGN LEADERSHIP AND VOLUNTEERS

Another 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.*

NEXT STEPS

The journey ahead is full of opportunity and excitement! With several months before the Pilot Wave begins in August 2025, now is the perfect time to start preparing. Wave preferences will be reviewed by the Clergy Committee and Bishop Malloy and shared with pastors in early May.

HOW YOU CAN START PREPARING NOW

While you wait for your parish wave assignment, consider reviewing the next few pages and getting ahead start, especially if:

- You want to be part of the Pilot Wave (beginning August 2025) or Wave 2 (beginning February 2026)
- You have a large project that would require additional consultation and approval from the diocese, such as a construction initiative

WE'RE HERE TO HELP!

The Campaign Team is eager to support you! Each parish will have an assigned manager once you are in your campaign wave. In the meantime, if you have questions or would like us to visit your parish to discuss campaign guidelines, benefits, or processes with your **finance council, pastoral council, or campaign leadership**, let us know.

Jenna Rae Vercillo

jvercillo@steiergroup.com

Dominic Felix

dfelix@steiergroup.com

Jose De Jesus

jdejesus@steiergroup.com

PARISH PRE-WAVE CAMPAIGN PREPARATION

Campaign Team Recruitment and Database Update

TIMING	CATEGORY	ITEM	ACTION
Now – up to 6 months before your WAVE	Volunteer Recruitment	Recruit and Identify Campaign Chairs ¹	Recruit 2-4 individuals who will assist the pastor throughout the campaign
Now – up to 6 months before your WAVE	Project Selection	Review Campaign Policies re: Campaign Goals ²	Discuss the policies re: role the campaign should serve to build up the parish
Now – up to 2 months before your WAVE begins	Project Selection	Assessment and Goal Setting ³	Use worksheet to initiate discussion and identify potential projects with costs
1-3 months before your WAVE begins	Database	Complete Parish Family Contact Update ⁴	Conduct census with parishioners (in the pews) to obtain the most up-to-date contact info possible, i.e. cell phones and emails
1 month before your WAVE begins	Campaign Process	Initial Contact with Campaign Managers	Begin working with your Campaign Manager to initiate the campaign process in your parish
1 month before your WAVE – initial month of your WAVE	Volunteer Recruitment	Recruit and Identify Leadership Team ⁵	Recruit 5-8 individuals who will assist the pastor and chairs
1 month before your WAVE – initial month of your WAVE	Project Selection	Parish In-Pew Survey ⁶	Share potential projects with parishioners and solicit their choices for projects to be included in the campaign
Month 1 of your WAVE	Project Selection	Communicate In-pew survey results and the projects selected for the campaign ⁷	Share the projects selected with the parish community
Month 1 of your WAVE	Volunteer Recruitment	Recruit campaign volunteers	Recruit as many volunteers as possible who will help communicate campaign goals and meet with parishioners to follow up on appeal

PARISH PRE-WAVE CAMPAIGN PREPARATION

CONTINUED

1. **Campaign chairs** – assist pastor in recruiting a campaign leadership team, attend regular meetings with pastor and leadership team to set the schedule, review the project selection progress and make certain tasks completed on time

2. **Campaign Policy review** – from *You Will Be My Witnesses*: Campaign Guide (following):

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 creation of a parish endowment. (Campaign Guideline, 14)

3. **Section A** (pages 18-19) will assist your discussion of parish needs and identify potential campaign projects

4. **Section B** (page 19) provides a sample form to gather household contact information to update the parish database

5. **Leadership team** – attend meetings to consider and select projects to include in the campaign; assist in recruiting campaign volunteers; help in communicating with and involving parishioners in the in-pew survey

6. **Section C** (page 20) provides instructions (if the pastor and leadership desire) for the design, distribution, and collection of an in-pew survey to gather parishioner input on potential campaign projects

7. **Section D** (page 21) offers a sample bulletin announcement to communicate the results of the survey (and projects to be included in the campaign)

A: ASSESSMENT AND GOAL SETTING

DISCUSS WITH YOUR PARISH LEADERSHIP:

- a. What is the mission/vision for our parish? _____

- b. In light of our parish mission and vision, what are the most urgent needs we face in the next 3-5 years? _____

- c. Why are these needs important to our community? _____

- d. What ministries, programs or projects would address these needs? _____

FOR FURTHER DISCUSSION AND CONSIDERATION – OUR PARISH NEEDS INDICATE WE SHOULD:

a. Enhance or develop new ministries

- ☐ Children ☐ Youth and/or Young Adult ☐ Families ☐ Elders ☐ Extended Community
- ☐ Liturgy: _____ ☐ Education: _____
- ☐ Other: _____ ☐ Other: _____

b. Hire ministers or staff to assist in parish ministry or programming

- ☐ Position: _____ ☐ Full-time ☐ Part-time
- ☐ Position: _____ ☐ Full-time ☐ Part-time
- ☐ Position: _____ ☐ Full-time ☐ Part-time

c. Maintain, repair or renovate parish buildings or grounds

- | Sanctuary
Meeting space
Interior painting | Windows
Sound system
Exterior painting | Tuckpointing
Carpeting
Restrooms | Stained glass
Lighting
Pews |
|---|--|--|-----------------------------------|
| <input type="checkbox"/> Church: _____ | <input type="checkbox"/> Church: _____ | <input type="checkbox"/> Church: _____ | |
| <input type="checkbox"/> Church: _____ | <input type="checkbox"/> Church: _____ | <input type="checkbox"/> Church: _____ | |
| <input type="checkbox"/> Rectory: _____ | <input type="checkbox"/> Rectory: _____ | <input type="checkbox"/> Rectory: _____ | |
| <input type="checkbox"/> Parish Offices: _____ | <input type="checkbox"/> Parish Offices: _____ | <input type="checkbox"/> Parish Offices: _____ | |
| <input type="checkbox"/> Parish Hall: _____ | <input type="checkbox"/> Parish Hall: _____ | <input type="checkbox"/> Parish Hall: _____ | |
| <input type="checkbox"/> Parking Lot: _____ | <input type="checkbox"/> Grounds: _____ | | |

d. Construct new facilities or grounds

- ☐ _____ ☐ _____

e. Purchase new equipment or technology

- ☐ HVAC/Boiler ☐ Audio/Visual ☐ Lighting ☐ Computer/Phone System ☐ Security System
- ☐ Kitchen ☐ Other: _____ ☐ Other: _____

A: ASSESSMENT AND GOAL SETTING CONTINUED

f. Reduce or eliminate our debt

- ☐ Reduce Amount: \$ _____
- ☐ Eliminate Amount: \$ _____

g. Build parish reserves or creation of a parish endowment.

- ☐ Reserves Amount: \$ _____
- ☐ Endowment Amount: \$ _____

h. Do we want to give more than 10 percent to Parishes in Need? _____

i. Do we have mission parish or a community organization that we would like to help? _____

B: PARISH FAMILY CONTACT INFORMATION UPDATE

<Parish Name> FAMILY CONTACT INFORMATION UPDATE		
Family Name: _____	First Name: _____	Spouse's Name: _____
Address: _____ (Street #) _____ (City) _____ (PC)		
Home Phone: _____	Cell Phone: _____	Spouse's Cell: _____
Email: _____	Spouse's email: _____	

C: IN-PEW SURVEY

Steier Group consultant will work with you to have your in-pew survey (see sample below) designed.

<NAME> PARISH | In-Pew Survey

The Diocese of Rockford's You Will Be My Witnesses Campaign is giving our parish the opportunity to identify and fund parish projects important to us.

To make informed decisions about the future of our parish, we need your help in prioritizing these projects. Below is a list of potential projects for our parish. We ask that you rank them by importance. If you have other projects in mind not listed, please share them with us in the space provided.

1. Indicate (x) the proposed projects' importance to you and your family

Potential Campaign Projects

	High	Medium	Low
Project Name (\$XX,XXX)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Name (\$XX,XXX)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Name (\$XX,XXX)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Name (\$XX,XXX)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Name (\$XX,XXX)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. If asked by the parish to help with the campaign, would you accept or consider helping?
If "Yes", please provide your contact information below:

Name:

Cell Phone: Email:

D: COMMUNICATING SURVEY RESULTS

THE FOLLOWING ARE OPTIONS (WITH SUGGESTED PREFERENCES) YOU'LL WANT TO CONSIDER TO MAKE THE "IN-PEW SURVEY PROCESS" AS PRODUCTIVE AS POSSIBLE:

When to distribute surveys at Mass (decide):

- ☐ During/After the Homily (preferred)
- ☐ After Communion/Announcements

Who will lead distribution/collection of surveys (recruit):

Saturday (time) Mass: _____ Sunday (time) Mass: _____

Sunday (time) Mass: _____ Sunday (time) Mass: _____

Sunday (time) Mass: _____ Sunday (time) Mass: _____

BULLETIN ANNOUNCEMENT SAMPLE

THE RESULTS ARE IN...

A few weeks ago, we asked for our input on the priorities for the projects we aim to accomplish through the You Will Be My Witnesses Campaign. This campaign will begin in our parish in the coming months.

After collecting and tallying your responses, here are the results of how you ranked the project by importance:

We collected and tallied surveys and the rank of importance indicated by you, the parish, follows:

- 1.
- 2.
3. (etc)

We also asked if you would be willing to help with the campaign and many of you expressed your willingness to support us. Thank you to the individuals and families who have stepped forward to volunteer! Your involvement will help ensure the success of our campaign and strengthen our parish community, where the love of Christ is both found and shared.

It's not too late to join the campaign team! If you're interested in being part of the effort, please reach out to the parish office. We deeply appreciate everyone who participated in the survey. Your feedback and support mean a lot to us and the future of our parish!

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*

Campaign Chairs

Jim Adrian
Tom and Kathy Giovingo

Supporting Personnel

Jody Dal Santo
Margarita Mendoza
Sue Paulsen

Campaign Counsel

Steier Group



DIOCESE OF ROCKFORD

555 Colman Center Drive
Rockford, IL 61108
815.399.4300
Rockforddiocese.org