

FREQUENTLY ASKED

ABOUT THE CAMPAIGN

Questions

Can I give appreciated stock or securities to support the capital campaign?



Yes. A gift of securities (stocks, bonds, mutual funds, etc.), not only provides an immediate financial gift but can also offer the donor a tax advantages and an immediate charitable deduction. For more information, please consult your financial and/or tax advisor for the appropriate steps.

I only support parts of the proposed project. Can I have my contributions fund only those parts?

Gifts can be designated as follows:

- 1** The campaign offers multiple special “commemorative opportunities.” These opportunities allow donors making a qualifying gift amount the unique chance to designate their gifts to a particular part of the project and dedicate it in honor or memory of those they choose.
- 2** Both the new school and each parish’s promised commitment to the *Upon This Rock* Campaign are “projects” being funded by pledges to our *One Faith – One Family – One Future* Capital Campaign. When completing your pledge, you may designate any portion of your pledge toward one or the other if that is your desire.

How did the leadership come up with my gift request amount?

Gift requests are based on family giving history, gifts to prior campaigns and input that was received during the campaign planning study. Great care has been taken by the parish leadership in establishing our request amounts. These requests are not an expectation, but rather an invitation to consider a sacrificial investment toward the parish. We are grateful for all gifts, regardless of size. We only ask that you give in a way that reflects the gifts you have received.

Who is being asked to give to the campaign?

Every family in our school and our parishes, friends and supporters of Catholic education in our community and any alumni for whom we have contact information will be invited to participate in the campaign. Everyone will be asked to consider a three-year commitment. While we know the bulk of the funds raised for the campaign will come from individual donors, we will also approach foundations and corporations to seek their support.

When will I be asked to give to the campaign?

Before asking for support we must first ensure we are prepared. We are in the process of finalizing our case statement and campaign goals, training volunteers and gathering leadership gifts. We will begin the official process in September. In the meantime, we will share progress, plans and answers to other frequently asked questions on the campaign website.

How do I know the money is going to be used wisely?

Every dollar donated to the campaign will be accounted for, going toward the projects presented in the case statement and related expenses. Also, should donors choose to do so, they will be given the option to restrict their gift to a specific area or need to make certain that the money is used in accordance with their intent.

How are parishioners being contacted throughout the campaign?

We are committed to make all information concerning the campaign and its progress readily available to all of the faithful. Communications are being sent through a wide variety of mediums including direct mailings, emails, announcements at Mass, various social media platforms, bulletin announcements, volunteer visits, the parish and school websites and the campaign website.

Does the company we’re paying to run the campaign get a certain percentage of what we raise?

No. The fee we’re paying the Steier Group, the firm providing guidance for our campaign, is a fixed fee. When measured as a percentage of funds raised, our fundraising costs are forecasted to be between 1.5% and 3% of every dollar raised, fee and expenses combined.