

# ADVANCEMENT SERVICES

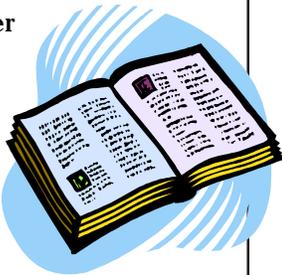
Sponsored by the Office of Stewardship & Development and the Office of Catholic Schools

NOVEMBER 2004



## Tip of the Month

Consider a letter to all donors or donors and prospects inviting them to attend and/or submit prayer intentions for your school's Advent liturgy.



You may be very pleasantly surprised to discover how many are delighted to know that your students and staff will be praying for them (and they may also send end-of-year donations along with their lists of intentions). If you are including these guests in the liturgy, make sure that there's a special recognition during the service.

The **Advancement Services Newsletter** should be distributed to staff, volunteers and board members involved in your advancement efforts. Please copy and forward as necessary. If you would like to submit a question to our Q & A column, post a position announcement or arrange for others to receive this newsletter, please contact [foleymaryj@aol.com](mailto:foleymaryj@aol.com).

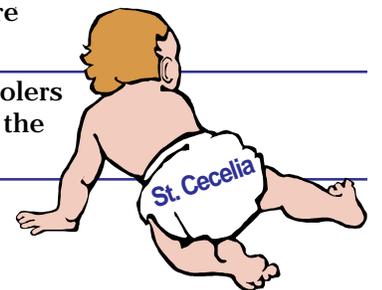
## IN THE LABOR AND DELIVERY WAITING ROOM

It's never too early to think about student recruitment and while we can't lurk in the OB section of the hospital, we can use every month from when the parish is alerted to a new birth until registration occurs to welcome the future alumnus. From baptism to enrollment should be the focus of your efforts to invite, educate and cultivate a relationship with a prospective family. Here are a few options.



### WHEN YOUR SCHOOL COULD...

Baptism	Send an Honorary Diploma featuring the name and year of graduation.
Baptism	Put the family on the Prayer List for three months.
3 months	Call and let them know about the Prayer List and ask if they have any special intentions for which they would like you to pray.
6 months	Present a bib noting "Future St. Cecelia School Student."
12 months	Mail a birthday card from the Principal with a drawing "signed" by pre-schoolers.
18 months	Send an invitation to St. Cecelia Story Time (repeat quarterly).
24 months	Mail a birthday card from the Pastor with the pre-schoolers' list of "What I Like Best at St. Cecelia School."
30 months	Invite Mom/Dad to Quiet Time for Grown-Ups in Chapel. Arrange child care (repeat semi-annually).
36 months	Deliver a tape of pre-schoolers singing Happy Birthday to the child.
42 months	Celebrate! Someone should be starting pre-school soon...



## In Memory Of...

Each time you invite others to support your school with a financial contribution, make sure that you give the donors the option of making their gifts **in memory of** or **in honor of** a loved one, friend, colleague, school/parish staff member, etc. Generally, gifts are made in memory of the deceased and in honor of those still living.

When prospective donors are reminded of this option, it often helps convince those who have not yet given to make the commitment. It may also urge those already planning to give to contribute more.

In your Annual Report or Honor Roll of Donors, list the gift designations twice. First, note this with the donor name (in alphabetical, class year or gift category order, depending on how you structure your list) for example, "Mr. and Mrs. Steven Kastenholz *in memory of* Sr. Mary Albia." Second, have a section specifically for gifts in memory/honor where just the designation is recorded.



## Alumni — Maximizing Your Most Valuable Resource

One of the best advantages school development enjoys is the fact that our prospect bases get larger each year. With every graduation class we add alumni and alumni parents to the pool of potential supporters. Find out how to make the most of this ever-growing group of beneficiaries. Join the Archdiocesan Development Council on **Wednesday, November 10** at Notre Dame High School for Boys for an outstanding program that will cover...



- ◆ Involving Alumni in Anniversary Events
- ◆ Increasing the Level of Alumni Involvement and Investment
- ◆ Alumni Communication, Engagement, Activity and the Board Role
- ◆ Alumni as Major Donors

What? You forgot to join the ADC for this year? Rest assured, you can still send in your membership application, receive the directory and participate in the rest of this year's programs. Call Stephanie Garrity at Regina Dominican High School at 847/256-7660.

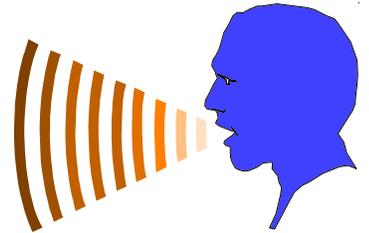
## Question & Answer

**Q:** *I'm looking for a great speaker who was at one of the North side schools recently. According to what I heard, he managed to get a Church filled with eighth graders to not only pay attention but enjoy a program on leadership, using one's gifts wisely, etc. Can you find out who this is and how to contact him?*



**A:** St. Peter School in Skokie hosted all the eighth graders in their Council for Leadership Day and the speaker was **Terry Nelson-Johnson**. He provides numerous programs and confirmation retreats to our schools each year and will happily prepare a presentation tailored to the particular needs of an individual school or group of schools. You can reach him at 312/831-9373.

**Q:** *I'm just starting to work in the development and marketing area and some of the lingo has me stumped. How can I get up to speed on the language of Institutional Advancement?*



**A:** Right you are — challenge gift, cost per thousand, lybunt, pledge rate and whufu are just a few of the expressions you are likely to encounter. Check out the *Tools for Success* manual, and you will find a glossary of terms. If you are missing your *Tools for Success* kit, or portions of it, call Caroline Braas in the Office of Catholic Schools at 312/751-5244.

*"Be it known to all who enter here that Christ is the reason for this school. He is the unseen but ever present teacher in its classrooms. He is the model of its faculty and the inspiration of its students."*