



CAMPAIGN MEMO #1

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: July 16, 2021

Pilot Wave Goal: \$11,523,286

Pilot Wave Pledges: \$3,787,070

% Wave Goal: 33%

We are pleased to offer the first weekly campaign memo to pilot parish leaders and volunteers concerning campaign activity. The campaign team stands ready to work beside you every step of the way through the completion of your parish's participation in the Love One Another Campaign.

July 12 Virtual "Re-Launch" with Archbishop ListECKi

Thanks to all who attended the Zoom meeting with Archbishop ListECKi on Monday July 12 to re-launch the pilot wave of the campaign. This is an exciting time for your parishes and all others across the Archdiocese who are going to benefit from the example of success provided by this first wave of campaign activity. Already the pilot parishes have raised one-third of their combined goals. By Christmas 2021, we have confidence the 11 pilot parishes will have met the \$11.5 million wave goal!

It was wonderful to hear Archbishop ListECKi's vision for the future of the Church of southeastern Wisconsin. He underscored the importance of strong parishes as the heart of the local Church. He also explained the ministries shepherded by the Archdiocese being for the benefit of all parishes, their families, and communities. The purpose of the Love One Another Campaign is to provide resources to strengthen parishes and the ministries that support them.

Additional opportunities for **pilot parish leaders to visit via Zoom with the Archbishop** have been slated for **October 4 and December 13**—both at 4:30pm. Please mark your calendars!

Continued Campaign Preparation

This week and next members of the campaign team will be meeting with the leaders of the 11 pilot parishes to introduce your assigned parish campaign directors in person and continue preparation for the first meetings with parish campaign volunteers. Our goal is for you to have a full understanding and comfort with the campaign plan and timeline and to answer any remaining questions prior to the start of active fundraising in your parish.

Items for discussion include:

- Finalize parish case statements
- Finalize parish roster coding for pledge requests
- Recruit sufficient numbers of volunteers to attend the orientation meeting
- Schedule initial set of pledge request meetings with prospective major donor families
- Review campaign timeline
- Review campaign materials
- Making the pledge request
- Volunteers' Email Addresses

Upcoming Key Dates

Please note these important campaign dates for the next few weeks:

- **Campaign Announcement Letter mailed (to all pilot parish families): July 28**
- **Volunteer Meeting #1, Orientation: Week of July 26**
- **Volunteer Meeting #2, Training & Assignment: Week of August 2**

Pilot Parishes

Please note the following reflects only pledges received by the archdiocesan development office as of the pause in campaign activity in March 2020.

Parish	Pastor / Parish Director	Parish Goal	Raised To-Date
Cathedral of St. John the Evangelist - Milwaukee	Bishop Jeffrey Haines	\$850,584	\$580,500
Good Shepherd - Menomonee Falls	Dcn. Sandy Sites	\$742,438	\$120,820
Sacred Heart - Racine	Fr. Ricardo Martin	\$694,394	\$492,100
St. Alphonsus - New Munster	Fr. Art Mattox	\$275,000	\$44,400
St. Francis Borgia - Cedarburg	Fr. Patrick Burns	\$2,290,042	\$1,235,900
St. James - Menomonee Falls	Dcn. Sandy Sites	\$1,446,516	\$48,200
St. John the Evangelist - Greenfield	Fr. Michael Merkt	\$1,201,672	\$321,000
St. John the Evangelist - Twin Lakes	Fr. Art Mattox	\$298,908	\$28,400
St. Joseph - Grafton	Ms. Brenda Cline	\$1,603,435	\$335,250
St. Joseph - Lyons	Fr. Jim Volkert	\$194,992	\$77,000
St. Monica - Whitefish Bay	Fr. Paul Hartmann	\$1,925,585	\$603,500
TOTALS:		\$11,523,566	\$3,887,070

Thank you for all you do for your parish community, the Church, and the success of the Love One Another Campaign!