

HOW CAN WE ENSURE THIS CAMPAIGN IS A SUCCESS?

We begin with prayer. We never underestimate the power of prayer. So pray for God's guidance, for Him to lead us where He wants to take us and for all members of our faith family to willingly consider how they may support the effort. Beyond prayer, campaign success requires strong leadership. Father Brian cannot do this alone. He needs our support; we must accept leadership and volunteer roles in the campaign.

Communication will also be key. We must have a sound plan for regularly sharing a clear, concise message to prospective supporters.

Overall, if each of us at OLOL steps up and makes a commitment to this campaign, we will not fail. We need to come together and make this campaign successful for the long term health of our parish.

A SUCCESSFUL CAMPAIGN *Needs...*

- 1 PRAYER
- 2 LEADERSHIP
- 3 COMMUNICATION
- 4 COMMITMENT

WHAT PROFESSIONAL FUNDRAISING FIRM DID WE HIRE?

The Steier Group, a national Catholic fundraising firm, was hired to conduct our recently completed feasibility study and is now guiding us in our capital campaign. For 19 years this organization has conducted campaigns across the country, helping churches, schools, and nonprofits raise funds to meet their needs. Hiring professional counsel does not guarantee campaign success, but it does give us the best chance to accomplish our goals.

WHAT HAPPENED WITH THE 2001 CAPITAL CAMPAIGN?

After Our Lady of Lourdes publicly announced intentions to conduct a capital campaign aimed at addressing school needs, the Archdiocese of Denver moved the pastor to a neighboring parish. Unfortunately, some parishioners who had pledged to the capital campaign followed the pastor to his new assignment, then disregarded their pledges. At the time, our staff did not have the ability to closely track pledges. The combination of ignored and unfulfilled pledges led the parish to take on debt in order to finish the project.

HOW DO WE PREVENT SOMETHING SIMILAR HAPPENING IN THIS CAMPAIGN?

First, we look to the archdiocese for support. Archbishop Aquila is aware of the difficulties associated with our last effort. He has assured us that Father Brian will be our priest for the long term future. Then, we do our homework and hire professional counsel to assist with our fundraising, including providing the direction necessary to secure and fulfill pledges.

HOW DO WE KNOW THE RECENT GROWTH OF THE PARISH AND SCHOOL IS SUSTAINABLE? WON'T THE GROWTH PATTERN BE REVERSED WHEN FATHER BRIAN LEAVES OLOL?

Father Brian and the parish staff are working together with all of us at OLOL to build our parish into the best possible spiritual home we can be. While our growth over the past few years has been impressive, the long term vitality of the parish is something that all of us need to work to create. The renovation and renewal of our building is an important part of making sure our community is sustainable and will be attractive into the future. The greatest threat to a sustainable community would be for us to do nothing. When the day comes that Father Brian is moved, he is committed to helping the parish transition positively into an even brighter future.



HOW MUCH IS OWED ON THE GYM PROJECT? SHOULDN'T WE PAY OFF OUR DEBT BEFORE TAKING ON A NEW PROJECT?

The balance on the loan received through the diocese is about \$375,000 with an interest rate of 3.5 percent. We are making payments on the principal, and do have the assets to pay off the loan outright. Because our interest rate is so low, however, paying off the loan using our savings would not be a sound financial strategy. This loan is more like a very inexpensive mortgage than a crippling credit card balance that we want to pay off as soon as possible. Our financial advisers have counseled us to keep making payments instead of paying off the balance.

ISN'T OUR CHURCH FINE JUST THE WAY IT IS?

Not really. Approximately \$1.5 million of the \$4 million renovation-and-building figure will be used to pay for maintenance that can no longer be ignored. Our heating and air conditioning systems are operating at less than 20 percent and are 20 years past their normally expected life span. We need to make plumbing repairs and mandatory updates of our electrical and fire-safety systems. This requires extensive work on the existing church, which must be done in a way that makes sense, including beautification of the building.

WE ARE A MIDDLE-CLASS PARISH WITH MANY YOUNG FAMILIES. HOW ARE WE GOING TO PAY FOR THIS WITHOUT GOING INTO SIGNIFICANT DEBT?

One reason we hired The Steier Group to conduct a feasibility study was to gauge the financial support for accomplishing phase one of our master plan, namely the renovation of the church and the addition of the narthex. The study included examining key factors such as our size and annual funding in order to determine a fundraising goal of \$3 million to \$4 million. The high end of that range is the estimated cost of phase one. If reached, that means we will avoid significant debt. As individuals, the price of this project can seem high. However, if we all come together and make a commitment, we can make this campaign a success.

HOW DID WE REACH THE DECISION TO TACKLE THE CHURCH RENOVATION AND THE NARTHEX ADDITION BEFORE THE SCHOOL RENOVATION AND ADDITION?

You may remember that during the feasibility study, we asked you to rank these projects. Both scored high, but the parish projects were ranked most important. So we are addressing them first. We also believe that a thriving parish feeds a thriving school. Improving our church facilities, we believe, will attract new parishioners, which then increases the demand for our school. When that happens, we will consider a capital campaign to address renovation and expansion of the school.

CAN I GIVE TO THIS CAMPAIGN BY REDUCING THE AMOUNT I TITHE EACH YEAR?

Tithing is the main source of revenue used to cover our basic operating costs, from utilities to staff salaries. The offertory helps keep the doors open and the lights on at OLOL. A capital campaign is designed to address needs that are above and beyond the normal scope of parish fundraising, thus requiring prayerful consideration and sacrificial giving that does not reduce your existing financial commitment to OLOL.

WHAT ARE THE PROPOSED START AND FINISH DATES FOR THE CONSTRUCTION?

Archdiocesan policy stipulates that a parish, before breaking ground, must have at least 50 percent of a project's cost in the bank and the other 50 percent pledged. We are anxious to start construction as soon as possible, and therefore our hope is that each family will prayerfully consider giving a large portion of their pledge up front. Our campaign is scheduled to kick off in November, with the hope of beginning construction work in mid- to late 2017.

WHY SHOULD I CONSIDER GIVING TO THIS CAMPAIGN?

Our Lady of Lourdes is our parish and our spiritual home. When improvements need to be made like they currently do, it is the responsibility of the entire parish to take ownership and contribute. Our hope is that the people of Our Lady of Lourdes desire to hear God's call and continue to grow His ministry. The obligation rests upon everyone. We all must do our part to raise the necessary funds. We all need to identify and commit to making meaningful donations to ensure that the campaign is a success.