



OUR CAMPAIGN FOR

THE CHURCH ALIVE!

FOR ONE CHURCH *Alive* IN SIX COUNTIES

Frequently Asked Questions & Answers



Parish

Frequently Asked Questions

1. WHAT IS OUR CAMPAIGN FOR THE CHURCH ALIVE!?

Our Campaign for The Church Alive! is an extraordinary endeavor designed to strengthen the Church of Pittsburgh. For more than 170 years, the Catholic Church in southwestern Pennsylvania has ministered to the needs of God's people through its parishes, agencies, and social services. As the Church looks to the future, Bishop Zubik is dedicated to maintaining and advancing parish communities and ensuring the continued availability of Catholic schools and religious education. Furthermore, our Bishop is dedicated to improving social services and human welfare programs to those in need. He is also committed to providing resources to teach those called to the priesthood while simultaneously caring for elderly and infirm priests who have served God's people throughout their lives.

Our Campaign for The Church Alive! will ensure that the Church will continue to have a strong foundation to support these priorities well into the future.

2. WHAT IS THE CAMPAIGN TARGET AND WHAT DOES THE MONEY GO TOWARDS?

The target for *Our Campaign for The Church Alive!* is \$125,000,000. This is a comprehensive capital and endowment campaign in which funds raised will go towards supporting the following four (4) areas:

1. Vibrant Parishes Make a Vibrant Diocese
2. Catholic Education, Catechesis, and Formation
3. Evangelization and Stewardship
4. Our People Caring

These components are described in detail in the campaign's Case for Support.

3. WHO WILL BE ASKED TO PARTICIPATE IN THE CAMPAIGN?

The campaign will seek leadership and support from priests, individuals, private businesses, corporations and charitable foundations. All members of the surrounding Catholic community will be invited to participate.

The campaign seeks contributions that are equal in sacrifice, not necessarily equal in dollar amount. Individuals are asked to make stretch gifts commensurate with their ability over a five (5) year period.

4. WHY DO WE NEED THIS CAMPAIGN?

Bishop Zubik believes that there are five (5) important realities that make parishes what Jesus means them to be. Jesus intends our parishes to be centered in the Eucharist, Catechesis, Evangelization, Formation, and Stewardship. As Bishop Zubik began to think about all five (5) important elements that make *The Church Alive!*, he realized that he must look for ways to communicate these realities to every Catholic throughout the six (6) counties of Lawrence, Butler, Beaver, Allegheny, Washington, and Greene.

Our Bishop asks that we realize together how important the Church is as the Body of Christ. That we work to make sure that every reflection of who the Church is – in every one of our parishes – focuses in on these five (5) essential elements.

Parishes remain at the center of our priorities. We must also address shifting demographics and the state of our buildings. Furthermore, it is essential that we continue to respond to the needs of our people, including seminarians, retired clergy, and the poor and needy.



Frequently Asked Questions

5. WHAT IS AN ENDOWMENT?

An endowment is a fund or funds established through donors' gifts to be retained by the *Sharing in Faith, Our Catholic Legacy* foundation. Investment earnings are used for a clearly stated purpose, with a portion of the interest income reinvested, allowing the endowment to grow.

In *Our Campaign for The Church Alive!*, endowment funds will support a number of activities, including, for example, an endowment fund for school tuition assistance.

Additional endowments are outlined in the campaign case statement.

6. HOW DID THE DIOCESE DECIDE ON THE TARGET OF \$125,000,000, AND HOW WERE THE FUND PRIORITIES CHOSEN?

After his installation, Bishop Zubik began to think about what kind of direction we should have for our one *Church Alive* in six (6) counties. He began to think about where the more than 650,000 of us experience the Church as the Body of Christ. The answer is very obvious. It is in our parishes. Right now, in every one of the parishes in the six (6) counties of the Diocese of Pittsburgh, in every one of the four (4) Vicariates and all of the districts in each one of the Vicariates, the Church is the Body of Christ.

The fund priorities were chosen in line with Bishop Zubik's Strategic Plan for the Church in Pittsburgh (2012 – 2016) and vision for *The Church Alive!* After a period of extensive inquiry, which included in-depth discussions with more than 300 priests, laity, and Diocesan leaders, as well as broad consultation with the Diocesan Pastoral Council, Priests Council, Regional Vicars, Episcopal Council, Case Priorities Task Force and, Pastor Advisory Committee, the Church of Pittsburgh has identified the most pressing challenges – and most promising opportunities – facing our Catholic community. This process uncovered key areas of need that became the funding priorities in *Our Campaign for The Church Alive!*



The overall costs of meeting these immediate and long-range pastoral, educational, spiritual, charitable and financial needs of our Church are in excess of \$125,000,000. It was clear to our pastoral and lay leadership that an injection of financial resources will be necessary to meet our challenges, and philanthropy will be a crucial factor in addressing these extraordinary needs. Achieving our goal of \$125,000,000 over the next five (5) years will provide a solid basis for meeting urgent needs, for investing in the long-term development of critical ministries and vital facilities, and for providing much-needed endowment security.

7. WHO WILL BENEFIT FROM OUR CAMPAIGN FOR THE CHURCH ALIVE?!

Every parish in the Diocese will benefit from this historic campaign. At least forty percent (40%) of all funds raised in a particular parish, less a portion of campaign expenses, will be returned to that parish to address pressing local needs. The entire Catholic community will benefit as well, as charitable funds will support Catholic education, formation for lay and clergy ministry, health care services, and social services.

Parishes may use their portion of the funds to address capital projects, retire or reduce debt, create a parish or school endowment, or other special projects identified by that parish. Six (6) months after the conclusion of a parish's campaign, parishes will receive quarterly statements, indicating how much money has been collected on pledges to that parish, and how much is available to each parish for their local priorities. The parish can choose to spend the funds immediately, or have the money held in an interest-bearing account until the parish is ready to utilize it.



8. WHY IS THE DIOCESE BUILDING A NEW HIGH SCHOOL IN CRANBERRY, WHEN SOME SCHOOLS ARE CLOSING?

Bishop Zubik and his advisors have been studying the demographic trends, prevalent attitudes, and the need for Catholic high schools well into the next several decades. After considering a myriad of options for meeting the Church's secondary education needs, Bishop Zubik is committed to constructing a Catholic high school in Cranberry where the population of the region continues to grow. This new high school, Cardinal Wuerl North Catholic, will be constructed on a 71-acre prime development site virtually at the epicenter of sustained and projected growth for the region and for the Catholic Church.

This project is important to our entire Diocese because the northern tier of the Diocese contains the fastest growing population center in southwestern Pennsylvania. One third of its population is Catholic, and projected to increase. It is here that our Church's leadership is experiencing an increasing demand for quality private, Catholic education. Many parishes in this area of our Catholic community are growing, and many of our Catholic elementary schools are experiencing significant growth. The data we have from years of study and planning by our Catholic Schools and Finance Offices has convinced Bishop Zubik that the region will sustain a new 1,000-student Catholic high school. There are many students in both Catholic and public elementary schools who currently have no access or limited access to a Catholic high school.

9. HOW ARE PARISHES ASKED TO PARTICIPATE?

Every parish will participate in the campaign. Parishes will conduct their campaign between January 2013 and May 2014. This timetable, scheduled within a four (4) month window, provides flexibility and should accommodate all parish situations. Each parish's participation will be based on five (5) principles:

1. **prayer**
2. **personal visitation**
3. **proportionate giving**
4. **phased approach**
5. **pledged commitments**

With the assistance of Parish Campaign Directors and the Campaign Office staff, each of the 204 parishes within the Diocese of Pittsburgh will run a parish-based campaign to support this historic endeavor. All parishes – and all parishioners – will benefit from *Our Campaign for The Church Alive!* in several ways – through the direct parish benefits, by participating in Diocesan programs and ministries, and in serving our Church.

10. HOW ARE FUNDS SHARED BETWEEN THE DIOCESE AND THE PARISHES?

The proceeds of each parish campaign will be shared sixty percent (60%) to the Diocese and forty percent (40%) to the parish, as cash payments are received on pledges up to the parish's established target.

Example: If the parish target is \$1,000,000 the parish would receive \$400,000 (40%) for its purposes, and the Diocese of Pittsburgh would receive \$600,000 (60%) for its objectives.



Frequently Asked Questions

11. HOW ARE PARISH TARGETS ESTABLISHED?

Parish Targets will be set at 175% of the average of the previous three (3) years of offertory income (FY 2012 – 2010).

Example: If the average offertory of a parish from the last three (3) fiscal years is \$750,000; the parish target will be set at \$1,312,500.

12. IS IT POSSIBLE TO APPEAL MY PARISH TARGET?

Yes. Should a pastor feel his target is unfair, he may appeal to a sub-committee of the Pastors' Advisory Committee in writing no later than six (6) weeks after initial targets are mailed. The criteria and process for appealing a parish target will be provided by the Pastors' Advisory Committee.

13. WHAT HAPPENS IF A PARISH DOES NOT REACH ITS PRESCRIBED TARGET?

Providing a parish has made a good faith effort and attempted to follow the campaign plan, it will receive forty cents (\$.40) on every dollar collected, less expenses, even if it does not reach its target.

Should a parish refuse to cooperate with the fundraising plan, the Pastors' Advisory Committee has the right to recommend that the Diocesan portion of the parish target be assessable.

14. WHAT HAPPENS IF A PARISH SURPASSES ITS PRESCRIBED TARGET?

Should a parish exceed its target, it will then receive sixty cents (\$.60) on every dollar raised over its target.

Example: If the parish target is \$500,000 and the parish receives \$700,000 towards the campaign, the parish would receive \$200,000 (40%) up to its target and \$120,000 (60%) above its target for a total of \$320,000. The Diocese would receive \$300,000 (60%) up to its target and \$80,000 (40%) of the above target funds for a total of \$380,000.

15. WILL CAMPAIGN FUNDS BE SEPARATE FROM OTHER ACCOUNTS?

Yes. Monies will be maintained in a separate charitable not for profit corporation, entitled *Our Campaign for The Church Alive! Inc.* to be used exclusively for the purposes outlined in the case statement, including campaign expenses. None of the money raised in the campaign will be used for the settlement of past, present, or future legal cases or for purposes unrelated to the case statement.

16. HOW IS THE CAMPAIGN DIFFERENT FROM THE PARISH SHARE PROGRAM?

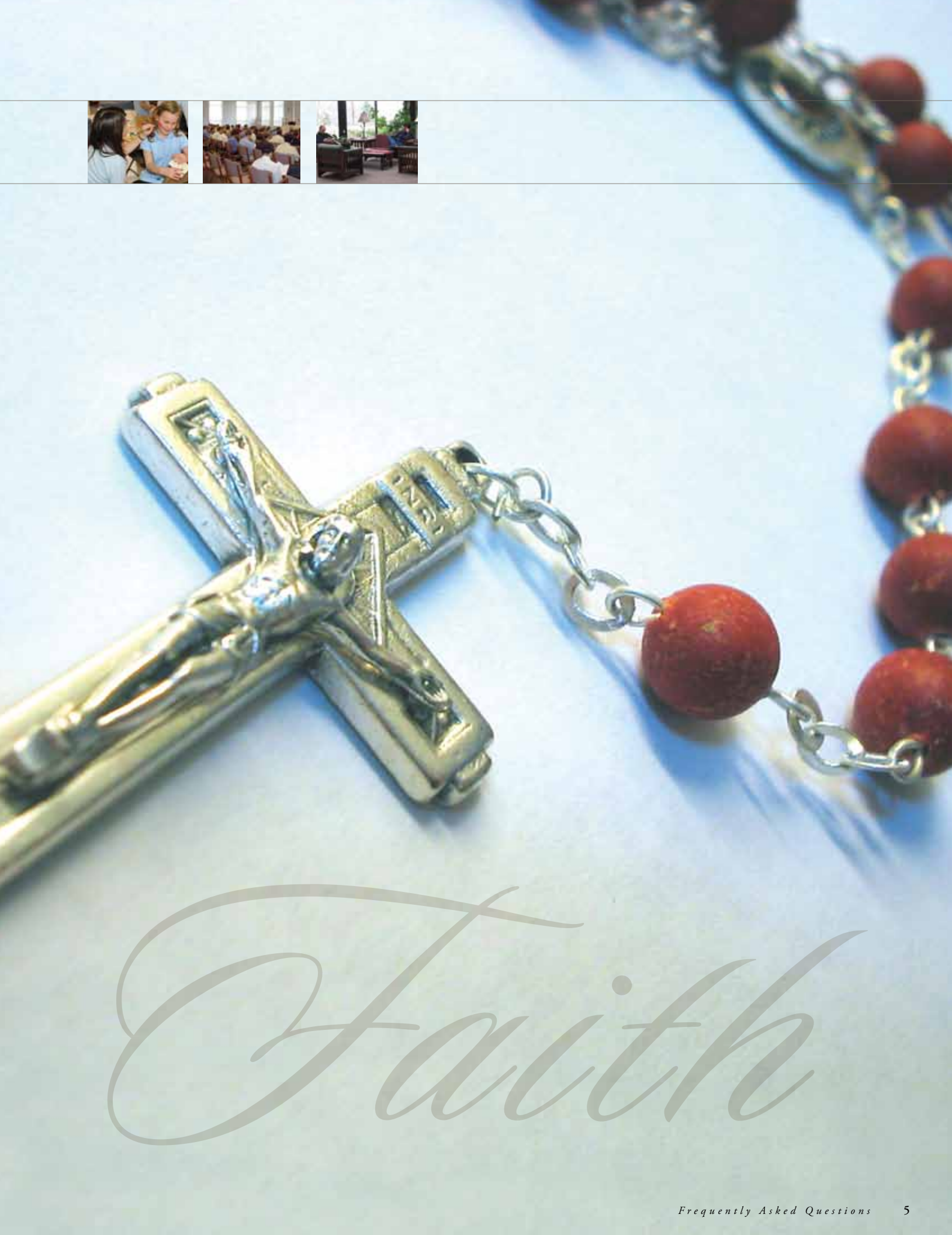
The Parish Share Program provides necessary annual operating support for agencies, pastoral ministries, and education programs throughout the Diocese of Pittsburgh. *Our Campaign for The Church Alive!* will raise extraordinary funds for extraordinary capital and endowment needs that will fortify key programs within the Diocese.

This campaign will enable the Church of Pittsburgh to provide additional financial support to parishes; to ensure access to a high-quality Catholic education; to invest in faith formation and campus infrastructure; to care for retired clergy; and to minister to the needy in our region by providing vital human services.

Just as parishes depend on ordinary collections the Diocese will continue to depend on funds raised for current operations through the Parish Share Program. Donors will be asked to maintain current annual gift levels in addition to campaign investments.

17. WILL THE PARISH SHARE PROGRAM CONTINUE DURING OUR CAMPAIGN FOR THE CHURCH ALIVE!?

The traditional Parish Share Program will be separate and distinct from *Our Campaign for The Church Alive!* After much discernment from the Pastors' Advisory Committee, it was recommended that the parishes continue to conduct their Parish Share Program as they see fit providing all money is transmitted to the Diocese, as usual, by December 31 of the calendar year for the Parish Share Program.



Faith

Frequently Asked Questions

18. HOW WILL OUR CAMPAIGN FOR THE CHURCH ALIVE! IMPACT WEEKLY OFFERTORY IN THE PARISHES?

In the short term, offertory giving is expected to remain constant. *Our Campaign for The Church Alive!*, will encourage parishioners to make extraordinary pledges above and beyond regular giving. Parishioners are not asked to diminish giving to their parish offertory or to Parish Share, rather to consider a greater commitment to the campaign.

Similar campaigns have actually caused increases in parish offertory. This can be attributed to donors strengthening their vision of “Church” and therefore embracing stewardship as a way of life.

19. WHAT HAPPENS IF MY PARISH WAS CONSIDERING LAUNCHING A CAMPAIGN TO FUND ITS LOCAL NEEDS?

Effective May 31, 2012, all new major campaigns for parishes must be coordinated with the Campaign Office. These coordinated efforts will be known as a “combined” parish campaigns and will allow each parish to focus specifically on the Diocesan campaign while also addressing its local needs.

Parishes must follow the normal Diocesan approval process by filing a Form C to the Office of the Regional Vicar. If approval is granted, the parish must guarantee its Diocesan “fair share” (60%) of its target while keeping 100% of everything raised above this amount. Since a “combined campaign” is a more intensive fundraising drive with potential to raise a greater amount; a parish is required to seek a separate fundraising contract with an outside consultant to assist in campaign management.

20. WHAT WORK WILL BE REQUIRED BY THE INDIVIDUAL PASTOR?

The leadership of the Pastor is paramount to the success of each parish campaign as well as the overall effort. With the help of professional counsel, a pastor will recruit a Campaign Executive Committee and other volunteers,

as well as personally visit select Major Gift prospects within the parish.

Assistance, support, training, materials, and overall direction will be provided by the Parish Campaign Director and the Campaign Office.

21. WHY IS MY PARTICIPATION IMPORTANT?

The Diocese has always counted on the broad-based support of its parishioners to accomplish its fundraising objectives, particularly for the annual Parish Share Program. This historic campaign will also need that broad-based support.

All households will be asked to consider a gift to the campaign (over and above their continued annual support of the parish and the Parish Share Program) as a major commitment of their charitable resources over a five-year (5) period.

We need an extraordinary number of commitments to meet our goals, please know each commitment to *Our Campaign for The Church Alive!* will have a major and symbolic impact regardless of the pledge level.

22. HOW MUCH SHOULD ONE CONSIDER PLEDGING?

A pledge should be determined after prayer for God’s guidance, one of which you can be proud, and one that you know will help the vision for *The Church Alive!*

Gifts to *Our Campaign for The Church Alive!* should be equal in sacrifice, not necessarily equal in dollar amount, and it is our hope that your giving reflects this measure. This campaign is an important part of our Catholic family’s history, and we hope every commitment will mirror that.

Remember that gifts can be pledged over a five-year (5) period. Gifts of \$100,000 or greater can be restricted to one element of the campaign. Likewise, gifts of \$25,000 or more can be designated for an endowment component within the program.



**23. WHY ARE PLEDGES EMPHASIZED?
WHY ENCOURAGE PLEDGING INSTEAD
OF A ONE-TIME GIFT?**

Our Campaign for The Church Alive! encourages pledged gifts because they allow individuals and families the opportunity to spread payments over a multi-year period.

From similar campaigns, we have learned that donors who pledge are able to consider sacrificial gifts as much as four (4) or five (5) times larger than those who make one-time gifts. This is important for a fundraising effort of the size and scope of *Our Campaign for The Church Alive!*

24. IS A PLEDGE LEGALLY BINDING?

No. A pledge is a good-faith commitment made under a particular set of circumstances. If those circumstances change, donors can adjust their pledge payment schedule or balance accordingly.

**25. WHY DO I NEED TO COMPLETE A
PLEDGE CARD?**

Each donor is asked to complete a pledge card or a commitment card so that the commitment is appropriately recorded and acknowledged, and so that donors are reminded of subsequent payments on the schedule they request. The numbers that appear on each pledge card aid in ensuring that all gifts are recorded and credited appropriately. Donors are asked to sign pledge cards to indicate that they agree to the terms of the gift indicated on the card. The Diocese, not the parishes, will bear the responsibility for sending out pledge reminders.

**26. TO WHOM SHOULD AN INITIAL PAYMENT
CHECK BE MADE OUT, AND WHERE
SHOULD I SEND IT?**

Payments may be made payable to
Our Campaign for The Church Alive!,
and should be mailed to:

Our Campaign for The Church Alive!
Campaign Office
P.O. Box 4
Pittsburgh, PA 15230-0004

**27. HOW SHOULD SUBSEQUENT PAYMENTS
BE MADE?**

A donor may choose to pay monthly, quarterly, semiannually, or annually. Payment reminders will be sent by the Diocese according to the donor's chosen schedule. The Diocese of Pittsburgh offers donors a variety of options by which to make a pledge payment. Payments should not be made directly to the parish.

**28. AM I ABLE TO PAY MY PLEDGE USING A
CREDIT CARD OR THROUGH AUTOMATIC
WITHDRAWAL FROM MY CHECKING
ACCOUNT?**

Yes. A donor may fulfill a pledge using a credit card or through electronic funds transfer from a checking account. For more information contact the campaign office.



29. CAN A DONOR MAKE A STOCK GIFT?

Yes, stock is a convenient way of giving. Many donors pledge to their parishes with gifts of appreciated securities, thereby enjoying additional tax savings. If a donor is considering a transfer of stock, they should call the campaign office at 412.456.3055 for specific instructions.

30. TO WHAT EXTENT ARE GIFTS TO THE CAMPAIGN TAX DEDUCTIBLE?

Gifts to *Our Campaign for The Church Alive!* are tax deductible to the extent allowed by the law. An acknowledgement of your gift will be provided to you for income tax purposes. Parishioners with specific questions regarding tax deductibility are encouraged to contact their attorney, accountant, or tax preparer.

31. I HEARD (NAME) MADE A (\$ AMOUNT) GIFT TO THE CAMPAIGN. IS THAT TRUE?

To date, the generosity to *Our Campaign for The Church Alive!* has been very humbling. At this time, the Diocese does not have specific information to share. During the early “quiet” phase of this campaign, any information regarding donations is kept confidential. There are many reasons for this:

- Gift request timing/strategies can be adversely affected
- Donors may request a particular time/fashion for announcement of their gift
- Preparation for campaign leadership and donors must be given prior to announcements
- Special promotional materials to be used during campaign announcements will be produced from and include early successes to the campaign

It is important to note, however, that donors will be recognized at the appropriate time.

32. WHAT IS THE GIFT REQUEST AMOUNT BASED ON?

Within the fundraising community, there is no strict mathematical formula that routinely provides a request amount. The amount is determined by considering your previous giving and potential giving capacity while also taking into account your level of engagement and how the Church ranks as a philanthropic priority.

33. IS IT EXPENSIVE TO CONDUCT OUR CAMPAIGN FOR THE CHURCH ALIVE!?

Fundraising is a process that has many components, and investments must be made in order to complete the process. As part of the careful study and strategic planning that went into *Our Campaign for The Church Alive!*, the Diocese developed a budget that includes legal counsel, accountants, fundraising counsel, professional services, the design, production, and distribution of campaign materials, educational brochures, travel, mailings and postage, as well as other administrative expenses. This careful planning is a wise investment costing approximately seven (7) cents for every dollar raised and collected which will be shared proportionally between the parishes (3 cents on every dollar) and the Diocese (4 cents on every dollar).

34. THE ECONOMY IS SO TOUGH RIGHT NOW. IS THIS THE BEST TIME TO CONDUCT THIS CAMPAIGN?

Even when things aren't going well financially, people continue to give to help those most in need, for they are the ones who feel economic strains most strongly. When the economy is weakened, the need becomes even greater. Funds raised through *Our Campaign for The Church Alive!* will enable the Church to not only continue, but expand its support of Pittsburgh's most vulnerable residents. We hope that we can count on your generosity.

35. WHERE CAN I FIND ADDITIONAL INFORMATION ON THE CAMPAIGN?

You may call the campaign office at 412.456.3121.

OUR CAMPAIGN *Prayer*

BISHOP ZUBIK'S PRAYER FOR THE CHURCH ALIVE!

*Father in heaven,
We, the Church of Pittsburgh,
praise You for the gift of your Son.
As a people who follow in His footsteps,
we pray for the grace
to embrace His mission, share His love,
and proclaim the Gospel with courage.
We thank you for the gift of the Holy Spirit
Who remains with us always.
We commit ourselves to all we do
with Your many gifts,
not done for ourselves,
but for You and for one another.
Help us, Lord, to be your Church Alive! by
living, sharing, praying as one people
in Allegheny, Beaver, Butler, Greene,
Lawrence and Washington Counties.
Inspired by the Holy Spirit,
grant our prayer as we offer it to You
in the Name of your Son Jesus,
and with the help of our Blessed Mother,
who protects us under the mantle of her garment.
Hear us. Guide us. Renew us.
Now, and forever, Amen.*



We Thank You

OUR CAMPAIGN FOR

THE
CHURCH
ALIVE!

Campaign Office
Catholic Diocese of Pittsburgh
340 Mansfield Avenue
1st Floor
Pittsburgh, PA 15220

ourchurchalive@diopitt.org
(412) 456-3121
(412) 456-3095 (*fax*)