

## Campaign Statistical Update

(as of January 31, 2011)

### Leadership Gifts Phase

Goal: \$10,000,000  
Pledged: \$3,920,000  
Percent of Goal: 39%  
Number of Gifts: 12

### Pilot Parish Phase

Parishes: 10  
Goal: \$2,475,000  
Pledged: \$2,531,055  
Percent of Goal: 102%  
Number of Gifts: 695  
Average Gift: \$3,642

### Campaign Total

Goal: \$50,000,000  
Pledged: \$6,451,055  
Percent of Goal: 13%

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## Five Things Learned in the Pilot Phase of the Campaign

Congratulations to the 10 Pilot Parishes who collectively surpassed the Pilot Phase goal and raised more than \$2.5 million! The Pilot Parishes tested the plan and procedures of the campaign from September through December 2010. The top five things learned include:

**1. People of the Diocese are very generous and supportive of their Church.** To date, more than \$6.4 million has been raised from 707 gifts with an average gift of \$9,252.

**2. Major and Advance Gifts are crucial to the success of a parish's efforts.** 55 gifts of \$10,000 or more were received. A professional Campaign Director will be assigned to your parish and will train all volunteers on the proper procedures.

**3. Parishioners are responsive to a personal specific request—especially from their Parish Priest.** The incumbents of the pilot parishes



The Reverend Canon Stephen Fields and The Reverend Greg Fiennes-Clinton raised 217% of their assigned goal at St. Stephen, Downsview.

went on 185 personal visits, raising \$975,990 with an average gift of \$7,338. On average, 43% of the parish goal was raised by clergy.

**4. Setting the proper tone for the campaign through a positive attitude is important.** You will be addressing your parishioners throughout the campaign—especially during Sunday Services. It is important to let them know how strongly you believe in your parish

and the vision for the future of the Diocese.

**5. Selecting a strong Campaign Chairperson and Campaign Executive Committee (CEC) is essential.** Positive and enthusiastic volunteers will create more excitement and momentum throughout your parish. CEC members raised, on average, 17% of their total parish goals from just their gifts. The average gift from a CEC member was \$7,741.

## Beginning your Parish Campaign

Prior to the start of your campaign, Archbishop Johnson will send a letter with your campaign start date and your assigned parish goal. The campaign has been divided into three separate blocks (see below) to allow for more personalized attention. A couple of months before the start of your campaign, a professional Campaign Director will contact you to begin preparing your parish for the campaign. A Campaign Director will be assigned to your parish and will assist you throughout the entire process: training you and your volunteers on proper fundraising procedures, ensuring your campaign adheres to the timetable, and providing you with all campaign materials.

### BLOCK I

Timetable: January—May

### BLOCK II

Timetable: May—September

### BLOCK III

Timetable: August—November