

ARCHDIOCESE OF CHICAGO



Conducting Great Capital Campaigns in Hispanic Parishes

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- *To Teach Who Christ Is*
 - 23 Parishes
 - 950+ Personal Solicitations



To Teach Who Christ Is

- Goal of \$350 Million
- Raised \$427 Million
- 79 Million in Bequests
- Over 70,000 Donors
- 350 Parishes
- Blended staff, CCS and AOC



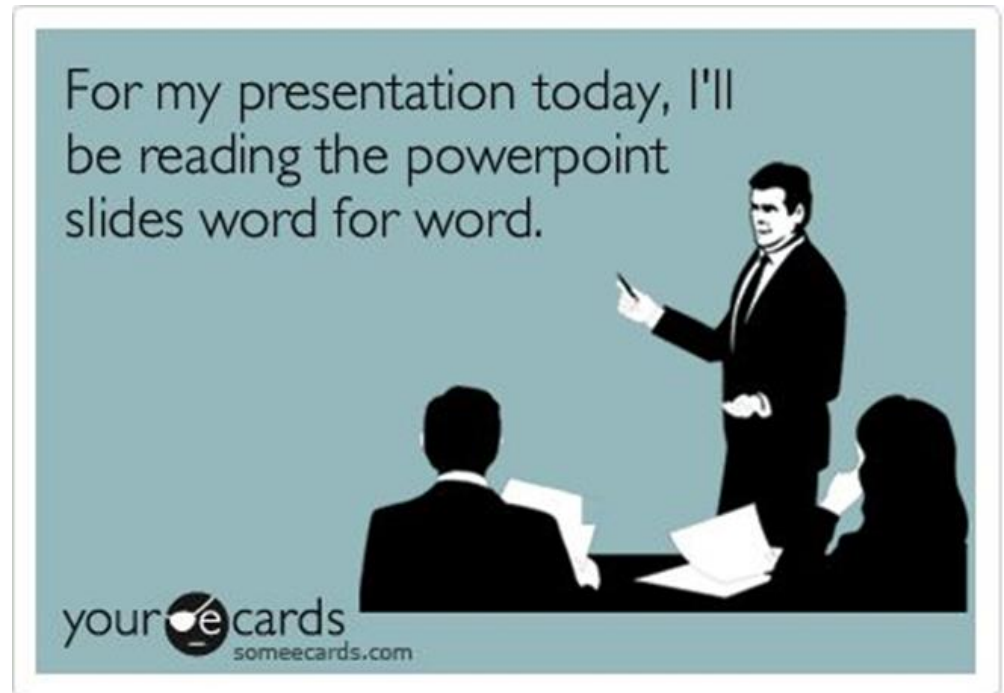
TO TEACH WHO CHRIST IS

A Campaign for Parishes, Catholic Education and Faith Formation



Before We Start

- Buenos Dias
- Please interrupt
- Don't save questions until the end
- Take notes
- Hispanic/Latino
- 1-3 things



Background

Facts

There are approximately 30.4 million Hispanic/Latino Catholics people in USA

57% percent of adult Hispanics self-identify as Catholic.

About 3% of U.S. Catholic priests self-identify as Hispanic or Latino.

26% of parishes specifically serve Hispanic or Latino Catholic communities.

47% percent of Hispanic or Latino Catholic households give regularly to their parish offertory collection (compared to 44% of non-Hispanic Catholics).

Source: cara.georgetown.edu/



“Hispanics Don’t Give”

Fake news!

There are currently over **4,600** parishes in the USA specifically serving the Hispanic/Latino community.

We expect the same message to connect with them; it doesn’t.

Are we just translating message or are we translating the materials? (Probably the latter.)

We will not change their giving culture, we must change the way we ask them to give.

Difference in Church in the USA and Latin America

“While the Spanish Crown provided all the means needed for the propagation of the Church – the building of parishes and the assistance to the needy in the colonies – in the U.S., Catholics had to fight their way into the American culture, a fight that required the commitment of each and every single Catholic,” the bishop explained.

Besides, “Mexicans do not enroll in parishes, do not fill envelopes or send money by mail because they don’t trust the mail service, and especially poor Mexicans see the parish as a refuge more than as a place to contribute,”

Source: http://www.catholicnewsagency.com/news/why_hispanic_catholics_dont_give_money



The change is over generations.

First. Second. Third.



The Capital Campaign Process



The Case

Do you have representation of this community in your Parish and Finance Councils?

Translate the message, not the document.

Run it by your Hispanic parish leaders, have them buy into it.



The Groundwork

Have your administrative assistant, preferably an employee, schedule your appointments. (25-50)

Pick one day of the week, 4pm-8pm. Back to back.

4 to 6 weeks of meetings.

Meetings should be no more than 30-45 minutes long.

Example



Monday April 4th

4:00PM – 4:30PM: _____ [REDACTED] (Follow-Up)

4:30PM – 5:00PM: _____ [REDACTED]

5:00PM – 5:30PM: _____

5:30PM – 6:00PM: _____ [REDACTED]

6:00PM – 6:30PM: _____

6:30PM – 7:00PM: _____ [REDACTED] (Follow-Up)

7:30PM – 8:00PM: _____

8:00PM – 8:30PM: _____ [REDACTED]



The Personal Visit

If you want a significant pledge, you have to do a personal visit.

The less the merrier; the pastor and the family. However, a volunteer can also be present.

Things to cover:

- Small talk
- Lay out the case
- Ask for feedback
- Explain the pledge
- Ask for the gift
- Thank them
- Debrief and repeat

What is a pledge?

Let's talk about it.

5-10 Minutes



St. Genevieve, Chicago (85% Latino), TTWCI

- 36 Personal visits
- 31 “Yes” (86%)
- \$3,836/avg gift (Ask 3K-25K)
- 22 Still paying (71%)
- **\$118,926 pledged by visits**
- **\$23,317 collected to date**



Your success will come from two approaches:

- Pledged from personal visits
- Regular in-pew solicitations



You need both, don't neglect either.

3-5 Year Campaigns – Don't Stop

While there is an “Active Phase” of the campaign, don't stop there.

In a typical Hispanic parish you will have:

- New parishioners
- Parishioners that did not give in pledge format
- Parishioners that want to give when they can (one time)

Bulleting announcements, envelopes, thermometers, radio advertising, and yes... personal visits.

Communication is key to any campaign.

Ongoing Collections

Father Nestor, Our Lady of Fatima, Chicago



The takeaway?

Got The Gift – Now What?

“I would love to figure out how to engage the Hispanic donor in the multi-year pledge process. Fulfillment rates for 3-5 year pledges are terrible.” – Oklahoma



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It's all about communication, the personal visit, and the pledge. Father Tim at St. Genevieve in Chicago, on a monthly basis asks his parishioners turn in their donations or to make one time gifts. Every month. Constantly communicating the amount collected and the need.

71% of this parish's personal visits are still paying gift.



A Freebie

“Our annual fund can’t get repeat gifts, can’t redeem pledges, and can’t raise the average gift. Further, direct mail does nothing for us in the Hispanic community, but it is the most efficient way to run an annual fund. The key question: are there better, more efficient ways to invite Hispanic Catholics to participate in an Appeal on a regular basis.” – Texas



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Obviously we can’t do personal visits to all annual fund members, but we can do personal visits to parishes. In Spanish. I would identify a group of volunteers (bilingual), train them to give an impact report and send them out. Ask parishioners (Spanish Mass) to give again. The reason your gifts are so low is because we are asking for a pledge, and that’s simply not connecting with your average parishioner, ask multiple times. The Annual Fund is still a campaign.



The Bottom Line

Personal visits are key to any capital campaign. However, they are crucial to the success of a capital campaign at a Hispanic parish.

Questions?

Share One Thing

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