

# “Believe It or Not”

- You can do this too!

## Henri Nouwen Quote

- “From beginning to end, fundraising as ministry is grounded in prayer and undertaken in gratitude.”



## Richard Davidson's neuroimaging research on a unified theory of a happy brain.

- There are four independent brain circuits that influence our lasting well-being.
- The first is "our ability to maintain positive states."
- The second circuit is responsible for "our ability to recover from negative states."
- The third circuit is "our ability to focus and avoid mind-wandering. (Meditation exists to nurture and develop this circuit.)"
- The fourth and final circuit is "our ability to be generous."
- We have an entire brain circuit devoted to generosity. No wonder our brains feel good when we help others, or even witness others being helped.
- There is strong and compelling research that we come factory equipped for cooperation, compassion, and generosity.

## Building Credibility

The people need to believe that the Church is theirs—as well as the future.



## Building Credibility

- Seeing is Believing—start with tangible projects of improvement that people can see. This builds confidence that their shared treasure is being put to good use.



## Building Credibility

- The greater the investment, the greater the return.  
(Recreational Principle—high risk yields high reward; low risk yields low reward; no risk yields no reward.)



## Building Credibility

- It takes a village—draw on skilled people for support and advice (Lester Consulting); draw on the gifts that reside in your parishioners (Campaign Logo, Campaign Prayer, Advanced Gifts Team, Briefing Teams, etc.)



Dawn Moore of Lester Consulting

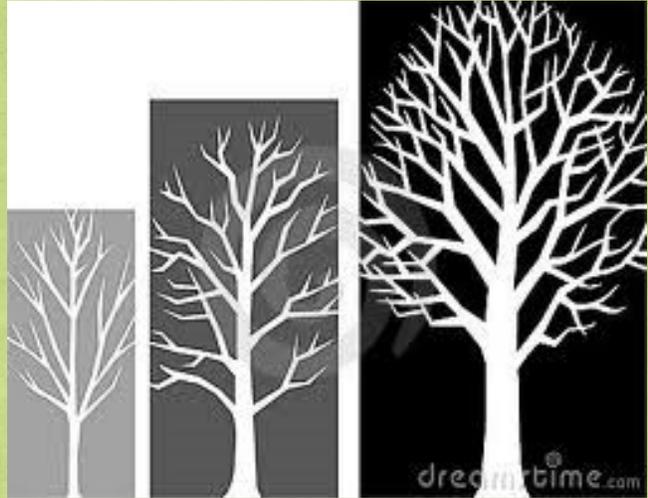
## Building Credibility

- Form relationships—people give to people.



## Building Credibility

- Start small and then grow—consider smaller projects where you and people experience success (St. Ignatius—Breezeway in School, new Altar & Ambo, repainting church, new floor, etc.)



## Henri Nouwen Quote



- “Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.”

## Our Story

- Both Dave and Mike subscribe to the wisdom of G. K. Chesterton who once said that.....
- **“Anything worth doing is worth doing poorly!”**



## Mike Moynahan, SJ

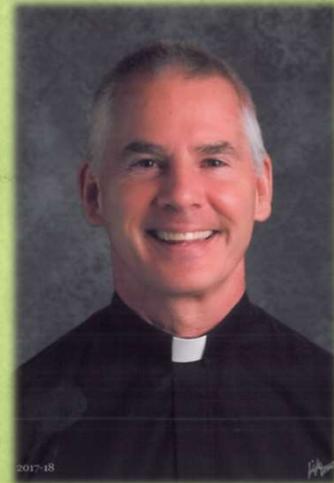
- Michael Moynahan, SJ was a professor of religious studies at the GTU, Santa Clara University and Gonzaga University. He was educated and prepared to teach, preach and lead prayer. Before becoming pastor of St. Ignatius, he thought a Capital Campaign involved the naming of U.S. State Capitols.



## Dave Ayotte, SJ



- David Ayotte, SJ was a member of the Archdiocese of Los Angeles for twelve years before becoming a Jesuit. He got a Doctorate of Theology specializing in the work of Jesuit paleontologist Teilhard de Chardin. He was working in Africa for three years prior to coming to St. Ignatius, where he became its Director of Development in addition to other pastoral duties.



## Our Story



- Develop a compelling story about the value of your project.  
**"Grateful for our Past, Hopeful in our Future."**
- Listen to people's stories during Campaign briefings—they will help you to believe even more in the project.
- The notion/image of "pilgrimage"—we are journeying together to discover the presence and love of God in each other and our faith community.
- Remember that this is God's work—Psalm 127 "Unless the Lord build the house, they labor in vain who build."
- Gratitude blossoms into generosity—create over time a culture of gratitude and generosity.
- Have Bowl, Will Beg! (Story of St. Ignatius' "begging bowl.")

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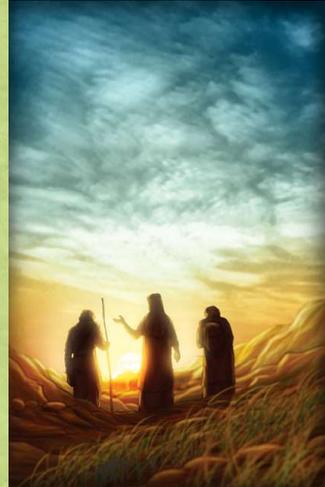
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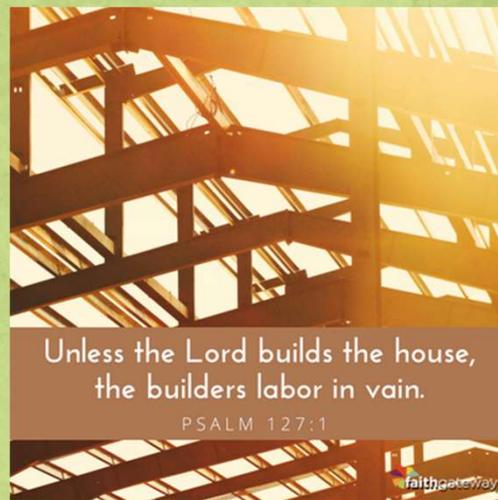
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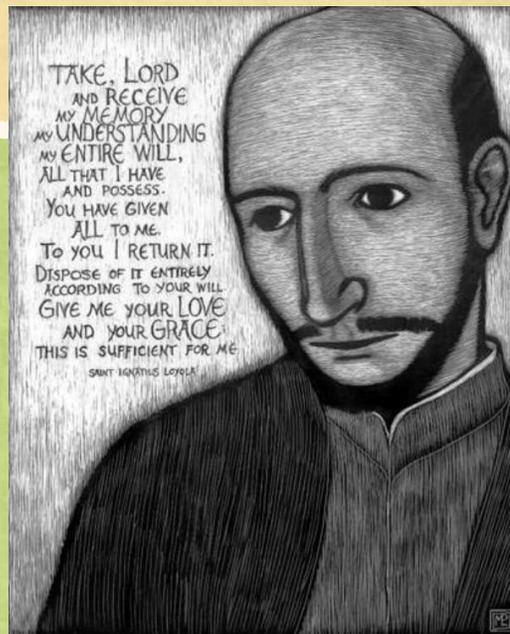


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## Our Story

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## Henri Nouwen Quote

- “As a form of ministry, fundraising is as spiritual as giving a sermon, entering a time of prayer, visiting the sick, or feeding the hungry.”



## Obstacles to Fundraising—Fears

- I was never trained for this!
- Forgetting our history—not remembering God’s faithfulness even when we are in the desert.
- Facing the fears of the project—it is not about us (the ones making the invitation to contribute); it is about being part of the community engaged in both supporting and sharing the Good News of the Gospel.
- Fear of a “No”—don’t personalize it when people decline the invitation; and remember that it requires Five No’s before it really is a No.

## Obstacles to Fundraising--Fears

- Donor Fatigue—You can't be constantly in Campaign mode.
- Be alert to your temptations—personal and as a community.
- How do I make an ask? Fr. Mike's story about his first ask for the SI Capital Campaign—Mike Koewler, Sr. and Mike Koewler, Jr.
- What if I mess it up?—quote of the destroyed Coventry Cathedral—"This cathedral was destroyed to the glory of God." Remember that God has drawn great good out of the worst disasters.
- Let the prayer of Pope St. John XXIII inspire you. He is reported to have said it every evening before he went to bed—"Thank God it's your Church."

## Henri Nouwen Quote

- "Are we willing to be converted from our fear of asking, our anxiety about being rejected or feeling humiliated, our depression when someone says, 'No, I'm not going to get involved in your project'?

.....



## Henry Nouwen Quote

- “When we have gained the freedom to ask without fear, to love fundraising as a form of ministry, then fundraising will be good for our spiritual life.”



## Possible Questions. . . . .

- What obstacles did we face?
- What have we discovered works for us?
- How does fundraising relate to the Gospel and ministry?
- What tools/skills do I need?
- How can you inspire/excite your people?

## Henri Nouwen Quote



- "Fundraising is always a call to conversion. And this call comes to both those who seek funds and those who have funds."