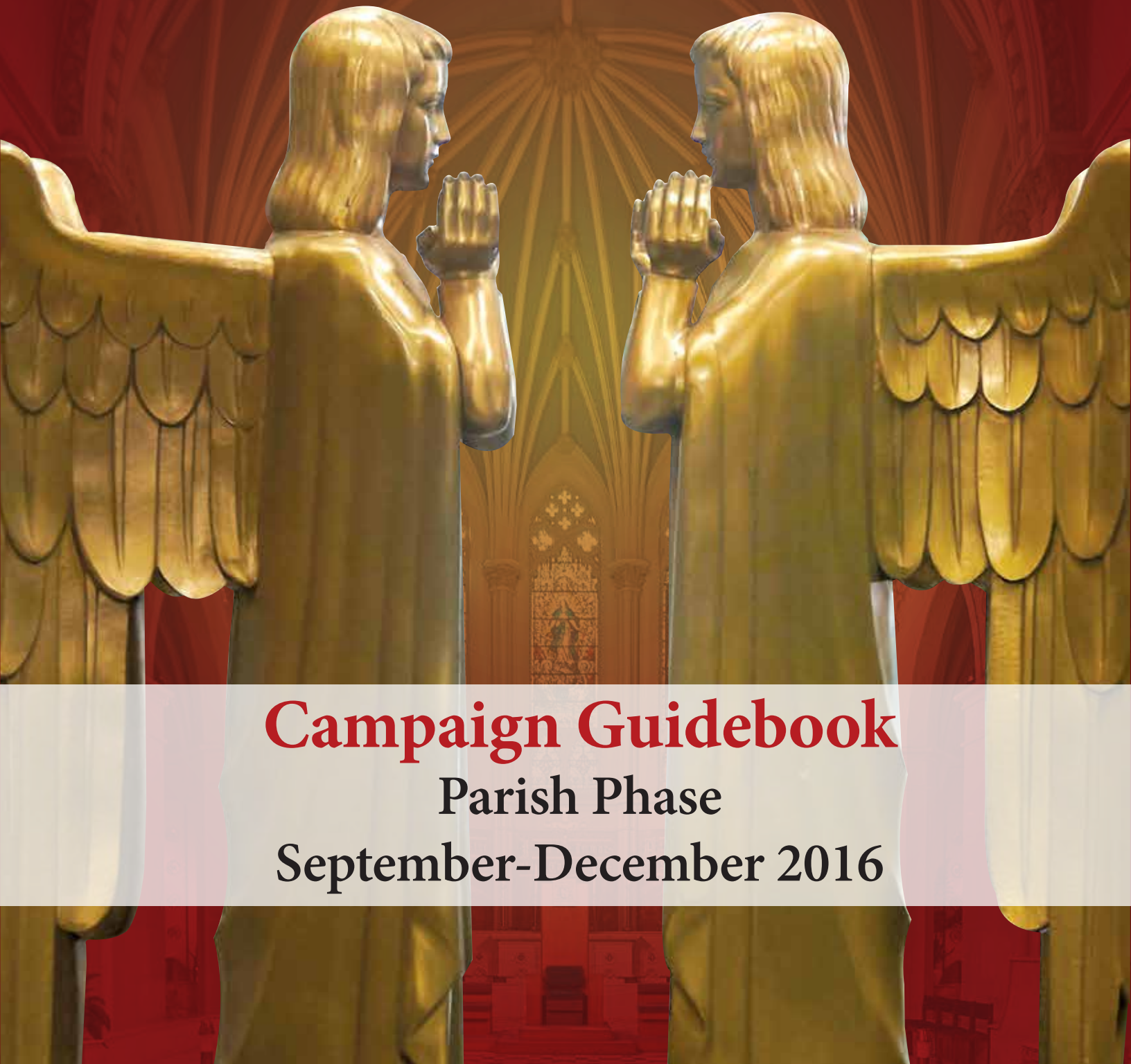


The Cathedral of the Immaculate Conception

We Are All Its Guardians



Campaign Guidebook

Parish Phase

September-December 2016

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CAMPAIGN BACKGROUND

“The Cathedral now takes its place among the great Cathedrals of our country. It is the glory of the diocese and the honor of this city of Syracuse. It will stand as a monument of Catholic faith, proclaiming to the world the belief of this people in the holy Catholic Church, as the Church of Jesus Christ.”

Thomas James Conaty,
Bishop of the Diocese of Monterey – Los Angeles
*Upon the occasion of the consecration of the Cathedral
of the Immaculate Conception, September 25, 1910.*

The story of the Cathedral of the Immaculate Conception is one that is intimately tied to the desire of the faithful to have a spiritual home that would provide for the pastoral and spiritual needs of the people within the Roman Catholic Diocese of Syracuse. It is a narrative, almost two centuries in the telling, of the sacrifices that have been made in order to realize and, ultimately, preserve this magnificent house of worship.

In September of 2013, Changing Our World, Inc. was contracted by the Diocese of Syracuse to conduct a feasibility study for a potential diocesan-wide capital campaign. Over the following six months, Changing Our World conducted over one hundred and fifty personal interviews with diocesan clergy, lay leaders and potential donors to test the likelihood for success of a comprehensive campaign to enhance support for individual parishes, the system of Diocesan education, clergy recruitment, Catholic Charities, and the restoration of the Cathedral of the Immaculate Conception. After a review of the study results by the Presbyteral Council, a decision was made to focus fundraising efforts on addressing the most pressing of these needs- the restoration of the Cathedral.

In 2015, Bishop Cunningham called together a committee of clergy, laity and representatives from the building and trades professions to catalog those structural and mechanical issues within the Cathedral that needed to be addressed in order to ensure the integrity of this building. A master plan was developed that now informs a capital campaign for the restoration of the mother church of the Roman Catholic Diocese of Syracuse.

A multi-phase campaign was launched in early 2016, beginning with a Leadership Gift Phase that involved meetings with potential top-level donors to the cause. Plans were set in motion to implement Cathedral parish, clergy, and parish phases throughout 2016.

This manual describes details of the parish phase of the campaign.

BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

1. Utilize this Manual and Follow Recommended Procedures
 - Follow the timeline and execute the plan
 - Utilize bulletin inserts to inform, educate and encourage your parishioners to participate in the campaign
2. Campaign Leaders- Keep a Positive Attitude
 - Three “E’s”- excite, energize, and encourage your parishioners
 - Provide a compelling reason to give
 - Address any concerns directly and positively
3. Be Persistent (but not pushy!)
 - Celebrate your progress and encourage others to join in your success
 - Continue to follow up until an answer is received
 - Thank all who participate
4. Make It Easy
 - Deliver clear, straight forward presentations
 - Conduct the in pew commitment process – step by step – during Mass
 - Have a sufficient number of pencils and envelopes available in the pews
5. Encourage Pledges Rather than One-time Gifts
 - Parishioners can “stretch” their gift over a period of months when they make a pledge
6. “Ask” your Parishioners for their Support
 - #1 reason donors give- they are asked!
 - Tell your parishioners specifically what you are asking them to do
 - Keep following up until a response is made
7. Promote the Project
 - Place posters and brochures in highly visible areas of the church
 - Utilize the bulletin inserts and notices
 - Update parishioners on the status of the projects and campaign
8. Effective Communication
 - It is vitally important to remind your parishioners that we are One in the Body of Christ
 - Strive for maximum participation – encourage ALL parish families to participate in a meaningful way
 - Reiterate that every gift matters- each gift, no matter the size, will make a difference (get us closer to our goal!)
 - Recognize and thank donors in multiple ways
 - Questions? We are here to help!
Christopher (Kit) Parker, Stewardship and Development Director Roman Catholic
Diocese of Syracuse. kparker@syrdio.org. (315) 472-0203

BEST PRACTICES CHECKLIST

Project	Recommended Dates	Person/s Responsible	Support Page in Guide	Completed y/n
Campaign Announcement	October 22/23	Pastor	10	
Bulletin Insert 1 (Bishop's Letter)	October 22/23	Parish Leadership	14	
Campaign Information Mailing	October 24	Campaign Office	-	
Bulletin Insert 2	October 29/30	Parish Leadership	15	
Campaign Video Presentation	November 5/6	Parish Leadership	11	
Bulletin Insert 3	November 5/6	Parish Leadership	16	
Commitment Weekend/In Pew Announcement	November 12/13	Pastor	7-9, 12	
Bulletin Insert 4	November 12/13	Parish Leadership	17	
Follow up Announcement	November 19/20	Parish Leadership	13	
Follow up Mailing to non-respondents	December 5	Campaign Office	-	

IMPORTANT NOTE

CAMPAIGN MATERIALS, UPDATES, PROJECT INFORMATION, AND MORE ARE AVAILABLE ON THE CATHEDRAL RESTORATION WEBSITE:

www.cathedralrestorationsyracuse.org

PROCEDURES FOR REPORTING CAMPAIGN RETURNS

All parish returns will be sent to the provided lock box address for initial processing. The address and mailing labels will be included in your instructions.

1. Open response envelope and remove pledge form and cash or check.
2. Place the check on top of each pledge form. PLEASE DO NOT STAPLE AND DO NOT USE PAPER CLIPS. Special note: Please write the donor's check number on all corresponding pledge forms. Use the parishioner labels with constituent ID numbers that the HOPE Appeal office provides. Place a label on each pledge, payment and gift OR write the constituent ID number on each. Convert cash payments to a parish check and send pledge forms with the parish check.
3. Bundle with a rubber band as follows:
 - a. Pledges only
 - b. Paid in full
 - c. Pledges with partial payments
 - d. Credit card charges
 - e. All declined
4. Run an adding machine tape of each bundle and include with return.
5. Complete the Financial Report* and enclose with return. All gifts should be listed as bundled (refer to procedure #3). Keep a copy for your records.
6. Complete and update your records.
7. Send your returns in the (4) tyvak envelopes provided. Any additional returns can be sent in brown craft or regular envelopes.
8. Returns should be sent to the campaign lock box as soon as possible. Please do not hold checks for a month. We ask that you set these as return dates:
 - 1st: Week of November 7
 - 2nd: Week of November 14
 - 3rd: Week of November 21
 - 4th: Week of November 28
 - 5th: Week of December 5
 - 6th: Week of December 12

IMPORTANT TO NOTE:

If you have any questions, contact the Campaign Office as soon as possible.

All returns should be mailed as soon as possible – we suggest within 7-10 days.

Any Leadership gift returns addressed to the Bishop should be mailed directly to the Campaign Office.

- You'll find a blank report on the next page. Make copies as necessary.

Diocese of Syracuse

“We Are All Its Guardians”

Parish Financial Report Form

Parish Report # _____ Diocesan Deposit # _____

PARISH _____

ADDRESS _____ CITY _____ ZIP _____

DATE _____ SUBMITTED BY _____

CATEGORY	PAID NOW	BALANCE DUE	TOTAL	# PLEDGE ENVELOPES
Pledges Paid in Full	\$	XXXXXXXX	\$	#
Pledges Partial Payment	\$ +	\$ =	\$	#
Pledges Using Credit Cards	XXXXXXXX	\$	\$	#
Pledge Only	XXXXXXXX	\$	\$	#
TOTALS	\$	\$	\$	#

Declined # _____ Unable # _____ No Response # _____
 Moved/Deceased # _____ Other # _____

Donor's check MUST BE kept with their pledge. Please write the check number on each corresponding pledge form. PLACE A PARISHIONER LABEL WITH CONSTITUENT ID NUMBER ON EACH FORM OR WRITE THE CONSTITUENT NUMBER ON EACH FORM.

PLEASE DO NOT USE PAPER CLIPS OR STAPLES TO ATTACH CHECKS TO PLEDGE FORMS; JUST KEEP THEM TOGETHER.

Please **DO NOT SEND CASH.** Use a Parish Check to replace cash payments. **Be sure to include the names of the cash donors along with the parish check.**

BUNDLE LIKE FORMS TOGETHER WITH A CORRESPONDING ADDING MACHINE TAPE

Unused campaign materials may be retained in the parishes and discarded when appropriate.

APPENDIX 1- COMMITMENT WEEKEND & IN PEW PROCESS

Once the foundation for a successful campaign has been established- the campaign announcement has been made, campaign literature has been sent to all registered parishioners, a bulletin insert has been provided, and a pre-campaign announcement has been delivered- then it's time for action!

November 12/13 is Commitment Weekend, when all adult Mass participants (one per family) will be asked to complete a pledge envelope. During each Mass, pastors throughout the Diocese of Syracuse will guide their parishioners through the in pew commitment process, asking them to complete their pledge during the liturgy, after which they are collected by the ushers.

PREPARATION:

1. Provide clear directions to ushers regarding the in pew commitment process
2. Place sufficient pencils in each pew to facilitate the in pew commitment process.
3. Place inserts in bulletin.
4. Make extra brochures and pledge envelopes available.
5. Have remarks prepared to be delivered at the homily that will facilitate the in pew commitment process.

IMPLEMENTATION:

1. Homily
 - During the homily, utilize the recommended script(s) to prepare your parishioners for participation in the campaign.
 - After the homily, conduct the in pew commitment process.
2. In Pew Commitment Process (see details on next page).

**IN PEW COMMITMENT PROCESS
DURING MASSES ON COMMITMENT WEEKEND**

SEE PAGE 12 FOR MORE INFORMATION

As the name suggests, the in pew commitment process is designed to gain campaign participation by encouraging Mass participants to complete an envelope in the pew, following the homily. Past experience has shown that utilizing these talking points will produce optimal results:

1. Ask ushers to distribute envelopes (pencils should already be in the pews).
2. Pause until everyone has an envelope. Ask parishioners to wait a moment— *we'll fill them out together.*
3. Ask the parishioners to open the envelope.
4. Direct attention to the Recommended Giving Plans.
5. Encourage reflection and prayerful consideration of a “meaningful” gift.
6. Help to define “meaningful,” i.e., consider a pledge that is payable for up to 36- or 60-months. What is possible-
 - a. \$25/month? Over 60 months adds up to a \$1,500 pledge; OR
 - b. \$8/month? Over 60 months adds up to a \$500 pledge; OR
 - c. \$7/month? Over 36 months adds up to a \$250 pledge
7. Every family is being asked to join in support of the mother church of our diocese by making a commitment *today.*
8. Share that you have already made your commitment.
9. No payment is needed today- just complete the pledge envelope and a reminder/reminders will be sent to you.

10. Provide instructions for completing a pledge envelope (one per family):

- Ask everyone to print clearly their name, address, zip, phone, email address, parish name and town
- Amount of Pledge/Donation – write in the pledge amount
- Down Payment – write in amount if paying now or zero if no payment is being made at this time
- Pledge Balance – subtract the amount on the second line from the amount on the first line
- Select a schedule, i.e., monthly quarterly, semi-annually, or annually. Reminders will be sent to you in accordance with your chosen schedule.
- Select a duration- three years, five years, or other. One-time gifts are also acceptable.
- Ask everyone to make their commitment today.
- Ask those who put a check or cash in their envelope to seal it.
- Ask the ushers to collect all “completed” pledge envelopes (There should be a separate pass of basket at this time— gather in back of church into one basket and bring forward to altar with gifts).

11. **Thank everyone for their generosity**

APPENDIX 2 – ANNOUNCEMENTS

A1- CAMPAIGN ANNOUNCEMENT

Announcement by Pastor after the Homily – October 22/23

INTRODUCTION

After months of preparation, consultation and prayer, the Diocese of Syracuse is about to embark on a capital campaign that will raise the necessary funds to restore the Cathedral of the Immaculate Conception. Our Cathedral is the centerpiece of our Mother Church and we have a shared responsibility to assist in this important fundraising effort. All families throughout the diocese will be called upon to make a sacrificial gift in the form of a pledge, payable over a 36 or 60 month period. Only with the financial commitment of all will we be able to reach our challenging goal of \$10 million. The early stages of the campaign have received a great response- the initial outreach has already taken place, and the response from families and clergy in our diocese has raised over \$7 million. Over the next several weeks you will be hearing more about the campaign and learning what you can do to help us be successful.

Now, I would like to take a few moments and read a letter from Bishop Cunningham.

READ LETTER- SEE PAGE 14

CONCLUSION

Our beloved Cathedral belongs to all of us; only through shared commitment throughout the entire diocesan community can we achieve our goals. Therefore, all contributions, from the smallest to the largest, will be gratefully appreciated. Your decision is a personal one and should be made in good conscience and true Christian spirit. Three weeks from now we will have our commitment weekend for this campaign. We kindly ask you to begin to pray and think about your participation. *We realize that not everyone can make the same size gift; however, we encourage each family to participate in a meaningful way, within their means.*

A2- CAMPAIGN VIDEO PRESENTATION
Announcement by Pastor after the Homily – November 5/6

INTRODUCTION

Two weeks ago we announced that our parish community, along with all of our sister parishes in the Diocese of Syracuse is participating in We Are All Its Guardians, a campaign in support of the restoration of our Cathedral.

In order to inform all of our families, literature was mailed this past week, and today we are showing a short video that illustrates both the challenges we are facing and our opportunity to preserve our Mother Church.

SHOW VIDEO

CONCLUSION

Next weekend at all Masses we will have Commitment Weekend, when we will ask each of our families to thoughtfully and prayerfully reflect on their participation in this landmark campaign. While the amount to give is a personal decision, we hope you will make a meaningful gift. We offer a variety of pledge plans as a means for growing your commitment over 36- or 60-months. I only ask that you be as generous as possible, and keep in mind that all pledges and one-time donations will be gratefully accepted in the same spirit they are offered.

The parishioners of our diocese have had a very generous history of support for the HOPE Appeal and any other diocesan programs. The projects that are planned for the money we receive from the Campaign make our diocese stronger. Now we turn to you the loyal parishioners of _____ to donate money for this worthy cause.

I also want to remind you -- look for this (HOLD UP BROCHURE) in the mail and make your pledge next weekend - "Commitment Weekend".

**A3- COMMITMENT WEEKEND ANNOUNCEMENT
SEE PAGE 8 FOR ADDITIONAL DETAILS**

Delivered by Pastor after the Homily, November 12/13

Over the past several weeks you have been hearing much about our fundraising drive to support the necessary work for the Cathedral of the Immaculate Conception. We are making good progress toward our \$10 million goal. To date more than \$7 million has been raised.

We would like to give everyone the opportunity to participate in the appeal. This weekend at all Masses we are asking all families to fill out a pledge envelope and make your commitment to the campaign. You should have received a brochure in the mail. There are pledge envelopes in the pews (HOLD IT UP) that you can use. Please make your gift today, by simply completing the pledge envelope and placing it in the collection basket. There is a gift chart on the back of the pledge envelope to help you make your decision. Please consider making a pledge rather than a one-time gift. There are pencils in each of the pews. We hope everyone who has not done so already, will make a commitment at this time.

A question people have been asking is, "Is it necessary to make a down payment?" A down payment is not necessary to begin your pledge. You can simply indicate a pledge amount and wait for the payment reminder to be mailed.

As we have said throughout the campaign, all gifts are welcomed and greatly appreciated. We realize that every family is facing different circumstances. We ask only that you consider a gift that is manageable for you, in your own present circumstances.

I invite you to take a minute now to complete your pledge envelope. I will wait a few minutes so that you can complete your pledge forms. Please put your completed pledge form in the collection baskets when the ushers come to collect them. Thank you in advance for your prayers and support.

A4- COMMITMENT WEEKEND FOLLOW UP ANNOUNCEMENT November 19/20

The weekend of November 19/20 is known as follow up weekend.

PREPARATION:

1. Distribute additional brochures, commitment envelopes and pencils in each pew.
2. Have comments prepared for after the homily.
3. Place additional brochures in the back of church with commitment envelopes.
4. Place commitment envelopes in each pew with a limited number of pencils.

IMPLEMENTATION:

There are two parts to Announcement A4:

1. Making the following announcement after the homily will help to maximize participation:

“Thank you to everyone who responded last week to our request for support of the Cathedral Restoration campaign. Anyone that has yet to complete a pledge envelope, please keep in mind that we need your assistance! Because participation is the key to our success, pledge envelopes have been placed in the pews this weekend. If you are so inclined, please fill one out and place it in the collection basket at offertory.”

2. Before the concluding rite, the pastor should announce the results of Commitment Weekend:

“On behalf of Bishop Cunningham, I want to express my gratitude to those who have responded to the call for help with restoring our Cathedral. I am heartened by the returns to date: we received a total of # envelopes and \$x in one week! With continued support, we can and will be successful!”

APPENDIX 3 – BULLETIN INSERTS
B1- BISHOP'S LETTER for October 22/23 bulletin*

*PDF version available at: www.cathedralrestorationsyracuse.org



October 23, 2016

My Dear Friends in Christ,

For well over a century, the Cathedral of the Immaculate Conception has served as the spiritual center of the Diocese of Syracuse. The story of the Cathedral exemplifies the history of our diocesan church. It represents and speaks to the story of the people within that church, offering a narrative that has been written by the hands of laborers, artisans and donors whose industry and generosity ensured the creation of this wonderful structure.

Our Cathedral embodies the history of our Church and exemplifies the history of the people of the Roman Catholic Diocese of Syracuse. Since it was first consecrated, the generosity of more than five generations of the faithful has guaranteed the future of our mother church. From this building:

- Priests are ordained and sent forth, from Binghamton to Oswego and Marcellus to Boonville, to minister to our brothers and sisters in faith;
- Oils are consecrated and used to embrace the young in the sacrament of baptism; seal the faith of our youth through the sacrament of confirmation; and provide spiritual and physical healing through the sacrament of anointing the sick; and,
- We gather from throughout our diocese to celebrate the sacraments and many important events that speak to our union in the Mystical Body of Christ.

In the coming weeks you will be receiving the details of this opportunity to shape the future of our Cathedral. With a generous spirit and commitment to the success of this project, we will ensure that it remains a vibrant symbol of the strength of our wonderful faith community.

Just as previous generations have taken upon themselves the responsibility for safeguarding this treasure, I now call upon all Catholics to join with me and each other in preserving and restoring the Cathedral of the Immaculate Conception for future generations—We Are All Its Guardians!

With prayers for you and every member of our Catholic family, I remain,



Most Reverend Robert J. Cunningham
Bishop of Syracuse

B2- BULLETIN INSERT for October 29/30 bulletin*

*PDF version available at: www.cathedralrestorationsyracuse.org



CAMPAIGN IS UNDERWAY

After months of preparation, consultation and prayer, the Diocese of Syracuse is about to embark on *We Are All Its Guardians*, a capital campaign in support of the restoration of The Cathedral of the Immaculate Conception. All families throughout the Diocese will be called upon to make a sacrificial gift in the form of a pledge, payable over a 36 or 60 month period. Only with the financial commitment of all will we be able to reach our diocesan-wide parish goal of \$10 million. In two weeks we will have Commitment Sunday for the campaign.

The Cathedral of the Immaculate Conception belongs to all of us, and our shared commitment is required now to ensure its longevity. All contributions, from the smallest to the largest, will be gratefully appreciated. Your decision is a personal one and should be made in good conscience and true Christian spirit. *We realize that not everyone can make the same size gift; however, we encourage each family to participate in a meaningful way, within their means.*

TOGETHER WE CAN BE SUCCESSFUL

This is one of the great challenges that we will face as a Diocese. Please seriously consider our mutual responsibility for each other as members of this diocesan family and taking an active role in our campaign. Both society at large, and our parish communities depend on the smallest unit -- the individual family. Each family, in cooperation with all the others, will create the success for this campaign.

Your participation is an expression of your interest and support for our diocesan family and your investment in its future. To allow you the opportunity to contribute to the fullest extent of your financial ability, our campaign provides an easy payment plan, over a 60 month period. You may pay your pledge monthly, quarterly, semi-annually, annually or in any way that best suits your ability to contribute.

We are mailing a campaign brochure to every family in our diocese that contains more information on the campaign. Please be prepared to make your gift on the weekend of November the 13th, when pledge materials will be distributed at weekend Masses.

WANT TO KNOW MORE?

Please visit www.cathedralrestorationsyracuse.org for more information about the restoration and this landmark campaign.

B3- BULLETIN INSERT for November 5/6 bulletin*

*PDF version available at: www.cathedralrestorationsyracuse.org



CAMPAIGN INFORMATION IS IN THE MAIL!

A campaign brochure that provides details of the projects planned for the Cathedral of the Immaculate Conception will arrive in your home very soon. Please read through it carefully and prayerfully consider how you can help. Next weekend will be our Commitment Weekend.

HOW TO MAKE YOUR PLEDGE

Please bring the pledge envelope that is included with your brochure to Mass next weekend. Your gift can be paid over time on a payment schedule of your choosing: monthly, quarterly, semi-annually or annually, for up to three-to-five years. For example, a pledge of \$3,000 can be paid with 36 monthly payments of \$75 after a 10% down payment of \$300. The gift plans listed in the brochure highlight suggested guidelines for giving to the campaign. Please be generous, and keep in mind that all gifts, no matter the size, will be gratefully received in the same spirit they are offered.

WHY PLEDGING IS IMPORTANT

Asking each family to prayerfully consider a sacrificial pledge over time is essential to a successful campaign. While all gifts of any size are appreciated, pledging your support over time does even more good. Why?

Pledging makes it possible to consider a gift that would otherwise not be possible on a one-time basis.

Pledging makes it possible to make manageable payments that grow over time into a more significant commitment.

There is no risk! A pledge is an intention of good faith, is not legally binding, and can be adjusted by the donor over time as appropriate.

WANT TO KNOW MORE?

Please visit www.cathedralrestorationsyracuse.org for more information about the restoration, including our campaign video.

B4- BULLETIN INSERT for November 12/13 bulletin*

*PDF version available at: www.cathedralrestorationsyracuse.org



THIS IS COMMITMENT WEEKEND!

This is “*Commitment Weekend*” throughout the Diocese of Syracuse for *We Are All Its Guardians*, when a response is requested for a pledge of financial support for the restoration of our Cathedral. All parishioners throughout the diocese are being asked to fill out a pledge envelope at Mass this weekend.

Over the last few weeks, you have been hearing about and received information in the mail about the great need that exists to restore our Cathedral. For the convenience of those who may have misplaced the brochure, there will be extra copies available in church this weekend. If you take a pledge envelope home with you, please return it as soon as possible, either through the mail, at Mass next weekend, or by dropping it off at the parish office.

GUIDELINES FOR GIVING

We encourage consideration of a pledge that is paid over time, in order to make a manageable monthly amount grow into an even more substantial gift! For example:

- If you are able to give \$25 per month for 60 months, that will add up to a \$1,500 gift!
- If you are able to give \$8 per month for 60 months, that will add up to a \$500 gift!
- If you are able to give \$7 per month for 36 months, that will add up to a \$250 gift!

Please keep in mind- all pledges and one-time gifts, no matter the size, are gratefully accepted in the same spirit in which they are offered.

Recommended Giving Plans

Total Pledge	36 Monthly Payments	60 Monthly Payments
\$10,000	\$278	\$167
\$7,500	\$208	\$125
\$5,000	\$139	\$83
\$3,000	\$83	\$50
\$2,000	\$56	\$33
\$1,500	\$42	\$25
\$1,000	\$28	\$17
\$750	\$21	\$13
\$500	\$14	\$8
\$250	\$7	\$4

PLEASE RESPOND

PRAYERFULLY AND CAREFULLY

While every family will not be able to pledge the same amount, many of our parishioners have the wherewithal to make meaningful gift to this worthwhile cause. Keep in mind that your commitment can be offered up to our loving God, whose generosity can never be outdone! Every response to this campaign is an opportunity to say “Thank you, Lord, for the blessings in my life.”

APPENDIX 4- CAMPAIGN POLICIES AND PROCEDURES

Gift Acknowledgement

- The donor (or his/her designee) must formally document all gifts and pledges made to the campaign in writing.
- The diocese will acknowledge all gifts and pledges.
- The collection of pledges will be managed by the diocese.
- Donors will be given the option of pledging campaign commitments over a five-year period.
- Pledge follow-up will be administered centrally by the Diocese of Syracuse.
- Donors will be given the option of making payments annually, semi-annually, quarterly or monthly.
- Regular reports documenting the status of their collections and disbursements will be maintained and given to appropriate diocesan offices on an ongoing and regular basis.

Gift Crediting

All gifts and pledges made to the Diocese of Syracuse in support of the restoration campaign through 2017 will be counted toward the overarching campaign goal.

- Generally, all efforts will be made to secure unrestricted gifts to this campaign. In the event that a donor wishes to restrict his/her contribution, such a restriction will only be accepted if the terms of that restriction are consistent with the scope of work outlined for the restoration of the Cathedral of the Immaculate Conception.
- Individuals may establish endowment accounts through the Foundation of the Roman Catholic Diocese of Syracuse, New York, and such will be credited to the campaign, if and only if the distributions from those accounts are utilized from the restoration and or maintenance of the Cathedral of the Immaculate Conception.
- Individuals who are 70 years of age or older as of January 1, 2015 may receive campaign credit for confirmed outright bequest provisions (irrevocable) and/or paid-up life insurance policies where ownership is transferred to the diocese. Gifts of paid-up life insurance policies should receive campaign credit for the cash value of the policy.
- All annual payments of a charitable lead trust made during the campaign for the purposes of the campaign should receive campaign credit.
- Gifts may include a planned gift component to benefit the published case statement objectives.
- Donors of real estate and personal property (such as paintings, antiques, sculptures, etc.) should be credited at the appraised value of the gift at the time it is made, provided there is no restriction on its sale. All such gifts, before being received, are subject to careful review by the Diocese of Syracuse.
Donors of appreciated securities will receive credit for their gift based on the mean market value of the shares on the day the donor transfers the securities to the Diocese of Syracuse. Unless otherwise directed by the donor, the Foundation will liquidate the

shares as soon as possible and credit the campaign with the net sale, minus any brokerage fees.

- Individual parishes are encouraged to support the campaign. Parish gifts, however, are distinct from those funds collected during the general gift phase of the campaign and, generally, are drawn from the reserves of the participating parishes.

Giving Opportunities and Methods

The Diocese of Syracuse will be responsible for ensuring that the monies raised during this campaign are applied only to meeting expenses associated with the scope of work outlined for the Cathedral restoration project.

Options for giving to the Diocese of Syracuse include:

- Making a pledge, which can be paid by credit card, direct debit, stock, or through a convenient payment plan.
- Creating a Donor Advised Fund at the Foundation of the Roman Catholic Diocese of Syracuse that will allow direction of the gift to a specific component of the Cathedral restoration plan.
- Making a pledge through a planned giving vehicle such as a bequest, life insurance policy, or setting up a charitable trust.

All donations should be made payable to the Diocese of Syracuse while referencing “Cathedral Restoration Project.”

Alternate Methods of Giving

The Diocese of Syracuse seeks pledged campaign commitments to be fulfilled over the next five years or less. Gifts of cash or liquid securities are the preferred methods of giving to the campaign. Other forms of giving such as deferred gifts are acceptable and may offer qualified donors an attractive alternative, enabling them to significantly increase the level of their gifts.

Other giving options include:

- Appreciated Securities:

- o Electronic Transfer- Please contact the Campaign Office for instructions:
kparker@syrдио.org / 315-472-0203.

- o Stock Certificates: Any physical publicly traded stock certificates should be delivered in person to the Diocesan Development and Stewardship Office. If more than one party is shown as the owner of a certificate, BOTH parties must deliver the certificate. Upon arrival at the office, the publicly traded stock certificate will be endorsed on the back by all owners shown on the certificate. A receipt will be

be issued to the donor at this time. Gift date is the date the certificate is delivered to the Diocese of Syracuse. The diocese will assign a gift value based on the average of the high and low stock price on the date the certificate is delivered to the diocese, multiplied by the number of shares.

- **Planned and Estate Gifts:** Estate and other planned gifts, such as bequests and trusts are most welcome and appreciated.
- **Matching Gifts:** Many companies have a matching gift plan to encourage employee philanthropy. Often they come with restrictions that must be adhered to in order to qualify.
- **Real Estate:**
Gifts of real estate will be handled on a case-by-case basis. It will be the responsibility of the donor to have the property appraised by an independent agent for the purpose of establishing the value of the charitable tax donation.

Jewelry, art, and other tangible objects of value should be sold by the donor and the proceeds donated to the campaign.

It is the responsibility of the donor to consult with a tax advisor or attorney for the purpose of determining tax deductibility. A tax substantiation letter will be provided by the Diocese of Syracuse.

Please note: Gifts that will not be accepted include but are not limited to gifts of time-shares, mobile homes, cars and/or real estate with outstanding debt.

APPENDIX 5- FREQUENTLY ASKED QUESTIONS

Why are we spending so much money on one building when there are other needs in the Diocese of Syracuse?

The many pastoral and temporal needs within the Diocese of Syracuse, supporting the work of Catholic Charities, ensuring the vitality of our system of diocesan education and resourcing the varied ministries and programs of the diocese that support the work of individual parishes is, in large part, funded by contributions made each year to the Hope Appeal. Since it was first built, the Cathedral of the Immaculate Conception has undergone routine and preventive maintenance. In both 1959 and 1986, the Cathedral underwent significant renovations to improve the integrity of the building and to enhance the aesthetic of the worship space. Since 1986, with the passing of time and the stress of use and the elements, many of the external and internal features of the building, some of which are well over a century old, such as the roof, are failing. Although maintenance of this building has been ongoing, many features of the Cathedral, such as the roof, the heating plant, the electrical and lighting system and the floor, are beginning to fail. As the physical plant of the Cathedral is so extensive, repairs to this facility are costly.

Why are we choosing to embark on this project at this point in time?

The condition of the Cathedral of the Immaculate Conception continues to deteriorate. Water damage to internal walls, eroding external masonry, and the continued buckling of the Cathedral floor worsens with each passing day. If these deficiencies are not corrected in a timely and comprehensive manner, repair costs will continue to increase and over time, perhaps exceed the financial ability of the Diocese of Syracuse.

What Work Will Be Done In The Cathedral?

This project is considered to be a restoration, not a renovation. Unlike the work conducted in both 1958 and 1986, this project will correct structural deficiencies and address issues of deferred maintenance within the Cathedral of the Immaculate Conception. A new roof will be added, failing external masonry will be repaired, aged heating and nonfunctioning lighting systems will be replaced, interior walls that have been damaged by water will be plastered and repainted, the floor will be replaced, and damage to Cathedral gathering spaces will be addressed. The sole aim of this project is to restore the Cathedral of the Immaculate Conception to an uncompromised state.

Who will be doing the work associated with the restoration of the Cathedral of the Immaculate Conception?

Hueber-Breuer, a Syracuse based construction company, will provide general contracting services for this project. In operation for over 120 years, Hueber-Breuer has provided general construction services for Syracuse University, Le Moyne College, Onondaga Community College, Upstate University Hospital and the Diocese of Syracuse.

When will the project be completed?

The restoration of the Cathedral of the Immaculate Conception will be completed by December of 2017.

Who will be responsible for raising the money for this project?

The staff and board of the Foundation of the Roman Catholic Diocese of Syracuse will, with counsel from Changing Our World, a fundraising consultancy firm, have responsibility for developing and implementing the fundraising plan for the restoration of the Cathedral of the Immaculate Conception. Fundraising for this project began in March of 2016.

How much will need to be raised to make the repairs on the Cathedral of the Immaculate Conception?

The costs associated with the scope of work outlined for the restoration project were determined through a rigorous process of planning and cost estimation. The cost to make all repairs to the Cathedral of the Immaculate Conception as outlined in the existing scope of work is \$10 million.

Will those monies raised for this project be used for any other purposes within the Diocese of Syracuse?

No. Monies collected for the restoration of the Cathedral of the Immaculate Conception will only be used for those activities outlined in the scope of work.

Who will be asked to support this project?

All Catholics within the Diocese of Syracuse will be asked to participate within this campaign. Unlike other diocesan-wide capital campaigns, individual parishes will not be assigned a mandatory assessment for this campaign.

What types of gifts may be made in support of this campaign?

Individuals who wish to make a contribution in support of the restoration of the Cathedral of the Immaculate Conception may do so through contributions of cash, credit card, stock or the distributions from a planned or estate gift. Individuals may make a one-time gift or pledge their support over a three- or five-year period.

Are gifts to the project tax deductible?

Gifts to the campaign are tax deductible as allowed by law.

What will the role of pastors and Diocesan clergy be in this campaign?

Clergy within the Diocese of Syracuse will be asked to pray for the success of the campaign, contribute, if possible, in support of the campaign, and encourage members of their parish to support the project.

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