

# Frequently Asked Questions

## 1. HOW ARE PARISH TARGETS ESTABLISHED?

Parish targets are 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.

## 2. 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.

## 3. 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.

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. The Parish Share Program will continue during the five-year capital campaign.

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

Bishop Zubik and his advisors studied 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 needs, Bishop Zubik 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, has been built on a 71-acre prime development site virtually at the epicenter of sustained and projected growth for the region and for the Catholic Church. Only \$10 million of the \$125 million campaign is allocated for the \$72 million project.

## 5. 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.



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### 6. 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.

### 7. 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. As many of our parishioners are aware, Faith Direct is a website that helps make this process quick and simple. Please note that this campaign is separate from your offertory and you will have to set up a separate account in Faith Direct. Instructions will be mailed to you to set up the account. For more information contact the campaign office.

### 8. 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.

### 9. 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 Stewardship office at 412.456.3055 for specific instructions.

### 10. 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).

### 11. 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 or returned to  
St. Louise de Marillac Parish:

Att: Our Campaign for The Church Alive  
St. Louise de Marillac Parish  
320 McMurray Road  
Upper St. Clair, PA 15241

### 12. WHERE CAN I FIND ADDITIONAL INFORMATION ON THE CAMPAIGN?

You may call the campaign office at 412.456.3121 or visit [www.ChurchAlivePgh.org](http://www.ChurchAlivePgh.org).