

The Gifts We Seek

Our parish is an extended family, and in many ways acts like a family. The question is: *How do we cooperate and coordinate our efforts to focus on a \$1,500,000 goal?*

If we were simply to say to each parish-household, “Give generously” to our upcoming Capital Fund-raising Campaign, each parish-household might do just that, according to what it thought to be generous, and we could still fall short of our goal. We must aim more accurately than that. The larger the earlier gifts toward the long-range goal, the less the cost of the total program.

It would be uncommon that any parish-household could give a gift in the range of \$150,000, or perhaps even \$15,000 *solely* from its income. **The most successful capital-fund campaigns receive as many gifts as possible from accumulated assets: capital, such as real estate, insurance, personal property, trust, stocks, bonds, irrevocable bequests and the like.** Such a list of expected gifts will be surprising to some parishioners. After all, we are not accustomed to allocating money to our parish in such large amounts. Yet the full amount needed will save Holy Family Parish more than the same amount in interest on borrowed money. If we consider giving in the most economical ways, we can each consider giving more, far more, than we might have presumed.

Giving ability varies with both our incomes and our assets. Everyone’s is different. Some have good incomes and little in the way of assets. Others (especially many of us who are retired) have some assets and less income. Each will be encouraged to give according to his/her ability and not according to any set amount expected from each parishioner. We are not looking for equal gifts, but rather, for equal generosity!

Most parishioners will probably give cash, or gifts from earned income – over a three to five year period – to make the most generous gift of which they are capable. But many others will find it is much more economical to consider giving from their accumulated assets. Such gifts will account for most of the gifts on the top half of the gift table below.

A piece of **real estate** inherited or acquired at low cost can be given to the church and then sold and make a gift of many thousands of dollars more than a family may be capable of giving from their monthly income. An **heirloom of fine jewelry**, inherited perhaps, can similarly be given at no out-of-pocket cost to the giver, and it becomes worth thousands to the parish’s capital campaign. An **apartment house** or similar can be given.

The experience of comparable successful capital campaigns shows that there is one pattern of success, and many patterns of failure. A parish like Holy Family is most likely to achieve our capital-fund goal of \$1,500,000 by giving very much like this:

Holy Family Parish
Amesbury, Massachusetts

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<i># Gifts We Seek</i>	<i>\$ Amount of Gift</i>	<i>\$ Total Dollars</i>
1	\$150,000	\$150,000
2	\$75,000	\$150,000
3	\$50,000	\$150,000
5	\$30,000	\$150,000
6	\$25,000	\$150,000
10	\$15,000	\$150,000
15	\$10,000	\$150,000
25	\$6,000	\$150,000
50	\$3,000	\$150,000
Other Gifts	\$1,500	\$150,000
Goal:		\$1,500,000

As we prepare to begin our Capital Fund-raising Campaign, please begin *now* to prayerfully consider what amount from the gift table above you and your family will be able to invest over the next three to five years in the exciting and promising future of our beloved Holy Family Parish. Whatever you decide, be sure it is an amount both you and God will be proud of you for giving.