



THE SAINT MARY PARISH AND SCHOOL

November 24, 2011

Mr. Michael R. Cusack, Chairman & CEO
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, NY 11705

Dear Mr. Cusack,

Greetings from the Cape Fear Coast of North Carolina!

I am writing to let you know what a wonderful experience St. Mary Parish has had with Guidance in Giving this fall.

As of last week, we had over \$2 million dollars pledged with a large potential pledges still expected to come in. Our contract goal was \$1.7 million. That is quite amazing for this financial climate.

I especially loved having Robert Storrs on site to guide us through the campaign. He is a very thorough young man and was a joy to work with.

One of the greatest benefits of the reception approach, that we did not anticipate, was the building of spirit in the parish. Though the spirit was very good before the campaign, it was even better as a result of the campaign.

I have told Guidance in Giving that I would be very happy to help them in any way I can in their work in the Diocese of Raleigh.

Sincerely yours,

Very Reverend Robert J. Kus
Pastor
rjkus@aol.com

St. Mary Parish
412 Ann Street
Wilmington, NC 28401
November 28, 2011

Michael R. Cusack, Chairman
Guidance In Giving, Inc.
225 Snedecor Avenue
Bayport, NY 11705

Dear Mr. Cusack:

Robert Storrs asked me to write a letter of Recommendation to you for the services your company recently gave to our parish, St. Mary's, here in Wilmington, North Carolina. I do so most willingly since I have found Guidance and Giving, Inc. one of the best professional fund raisers I have worked with, and I have worked with quite a few.

What I liked best about the program is the process you use to achieve your goals. The work done before the actual launching of the campaign was significant and the case study quite attractive. When we began with the invitations to those of the Parish who contributed regularly you could already sense a feeling of unity between the Committee members and the parishioners. I do think that the idea of "piggy backing" made the request for funds much more palatable. It was rare that anyone came forth with objections to the projects, and for the few who had concerns their positions were handled with respect and wise responses. The end result was actually a building of community among us that I really didn't expect.

What was evident at each gathering was the fact that Robert had done his homework, and all the committee members and staff knew what was going on as we moved from one step to another. I do not believe that our people felt pressured to give at any time, but they were encouraged to make a meaningful sacrifice and I know that many did just that. We are almost at our goal of 2,154,000 dollars – short about 100 thousand dollars, but it will come in during the coming months because of the way the program works. I especially like that all the money stays in the Parish and 16 equal payments will be made to the Diocese during the next four years. Our Parish projects will be accomplished little by little and when our people see the results, the good feeling of doing something great together will continue to motivate all of us.

The experience was not at all painful, but actually exhilarating for me, and I am not one who likes to ask for money. It was a pleasure to work with Guidance and Giving, Inc., and especially with Robert!

Blessings and peace as you continue the Campaign throughout our Diocese.

J. M. [Signature]