



DIOCESE OF FORT WORTH

September 9, 2010

Mr. Michael Cusack
Guidance in Giving, Inc.
225 Snedecor Ave.
Bayport, NY 11705

Dear Mr. Cusack,

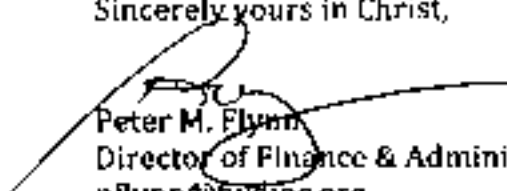
I write you in reference to the All Things Possible campaign which was conducted in the Diocese of Fort Worth in 2009 and 2010. Some might say that this was probably the worst possible time to run a capital campaign given the economic turbulence and uncertainty that ravaged our country. With the leadership of Bishop Vann and the priests and pastoral administrators of the Diocese of Fort Worth, and all the leadership groups that provide advice to the diocese, we have succeeded in maneuvering these challenging times.

While we reduced the amount of the goal on two different occasions, from \$60 million to \$50 million to, ultimately, \$40 million, the outcome proves that these were the right decisions. The first reduction, which resulted from your planning study, helped us to determine what our realistic wants were. The economic spiral pushed us to determine what our absolute needs were. The fact that we now sit at nearly \$50 million on that goal of \$40 million reinforces that each of these decisions was correct.

The accomplishment of raising \$50 million in the Diocese of Fort Worth would not have been possible without the staff of Guidance in Giving. Of particular notice was the leadership of Meegan Wright as executive director of the campaign. Our campaign had many twists and turns, and I must compliment Meegan and her ability to adapt, persevere and rally the troops throughout this effort. She was of particular help to Pat Miller and the entire staff of the stewardship and development office. Assisted by Kim Godde and the rest of your field staff, she "made things happen".

I want to thank you, the rest of your staff and especially Meegan and Kim for their work on behalf of the All Things Possible campaign. I know with the completion of follow up and the additional piggyback campaigns that are underway, we will exceed \$50 million - a formidable task in this economic reality.

Sincerely yours in Christ,


Peter M. Flynn
Director of Finance & Administrative Services
pflynn@fwdioc.org

PMF/jsh

cc: Very Rev. Stephen J. Berg



St. Bartholomew Catholic Church

3601 Altamesa Blvd., Fort Worth, TX 76133 * Phone: (817) 292-7703

February 15, 2010

MR MICHAEL CUSACK
PRESIDENT AND CEO
GUIDANCE IN GIVING, INC.
225 SNEDOCOR AVE
BAYPORT, NY 11705

RE: GUIDANCE IN GIVING – DIOCESAN ALL THINGS POSSIBLE CAMPAIGN

Dear Mr. Cusack,

This letter is in response to a request from Meegan Wright that we submit our observations regarding our parish participation in the Diocesan ALL THINGS POSSIBLE Campaign.

Guidance in Giving has a very intense, focused, highly organized, and at times demanding, campaign package that is presented to the parishes. These can be very positive approaches in conducting a campaign and assisting the parishes. It does not allow much variation or deviation from the set plan, nor does it take into account the realities of each individual parish.

Having the entire parish campaign schedule outlined ahead of time was helpful. The reception schedule and format helped these go smoothly. The role of the members of the parish Leadership Committee was clear.

Having materials (letters, thank you's, bulletin inserts) prepared by Guidance in Giving was wonderful. I appreciated the ability to make changes in these.

Our parish Campaign Director, Todd Koolakian, was always very professional and most attentive to us. Although he and I did not always agree, we were able to compromise. Todd went out of his way to make sure we were prepared for the next event and had the materials we needed. And he was always available to assist us and answer our questions.

This was not the first parish campaign that I have been involved with. The most recent one was our parish Capital Campaign for our new Parish Life Center.

It seemed that this present Diocesan campaign kept after people to make a pledge, in a sense badgering them. Yet we know that 2/3(or more) of parishioners probably won't make a pledge. From comments I heard, people got weary of the constant reminders to pledge.

A major concern of mine was the number of times campaign related information was to be presented at Mass. The suggestion was that this happens in place of or during the homily in most instances. I did not like this arrangement so we did these before Mass or after Holy Communion. I do not believe that money is more important than the Word of God!



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In my opinion, there were too many presentations to be made at Mass: pastor's presentation, video, general chair talk, and 2 pledge weekends. Do we gather to worship God or raise money? This was in addition to 5 receptions, 7 newsletters in the parish bulletin, several letters and phone calls. When is enough enough?

We did our best, as a parish campaign committee, to follow the program presented to us. We were very positive and enthusiastic; promoting the benefits for the Diocese and our parish. At the same time, we had to be aware of life, as it is lived here at St. Bart's.

I am grateful for the expertise and direction of Guidance in Giving in assisting us with this campaign. I especially want to thank Todd Koolakian, always the gentleman, who guided us through this entire process with enthusiasm and care.

Sincerely,

Bro. Paul McMullen, T.O.R.

Bro. Paul McMullen, T.O.R.
Pastoral Administrator

cc: Bishop Kevin Vann
Peter Flynn
Meegan Wright
Todd Koolakian

Betty Ann Flusche
110 Northside Drive
Muenster, Texas 76252
940-759-2530
bettyflusche@ntin.net

To Whom It May Concern:

It has been my pleasure to work with Luis Flores, with the Guidance In Giving Company, as a committee member of the Sacred Heart Catholic Church Parish. Mr. Flores was instrumental in making our "All Things Possible Capital Campaign" a huge success. I found Mr. Flores as a very professional, well-organized and dedicated coordinator of this campaign. He was very personable in his commitment to fulfilling his job.

I would highly recommend him for your fund raising campaign.

Sincerely,



Betty Ann Flusche

To Whom it May Concern,

I was a member of the Capital Campaign at Sacred Heart Catholic Church in Muenster, Tx. During the time of our campaign, from the very beginning we had a wonderful campaign director by the name of Luis Flores. I have never seen a more energetic and informed person of our campaign. Luis was wonderful to all of us who served on the campaign. He kept us all informed as to what we needed to do to make our campaign a success, which of now it is almost there, without his help and knowledge I do not know where we would be. Your company is very lucky to have such a young Christian man associated with you. I am sure Luis will go far in everything that he does so hang on to him as he is a great asset to your company.

Sincerely,

Betty Rose Walterscheid

Betty Rose Walterscheid
Muenster, Tx