



## DIOCESE OF SUPERIOR

### OFFICE OF THE BISHOP

January 23, 2014

Mr. Michael R. Cusack  
President and CEO  
Guidance In Giving, Inc.  
225 Snedecor Avenue  
Bayport, New York 11705

Dear Michael:

A perfect blend of professional know-how, planning, orchestration, inspiration and spirituality; those are the words I would use to describe your firm, Guidance In Giving, and the efforts of your staff in assisting the Diocese of Superior in achieving our \$16 million goal.

I cannot adequately express my gratitude to you and the many consultants that relocated to northern Wisconsin to make our historic Faith in Our Future Campaign a resounding success.

It seems like yesterday, but it has been over two years since we first surveyed the members of the International Catholic Stewardship Council, seeking their recommendations on fundraising counsel for a major diocesan campaign. The results spoke for themselves as you rated among the top three firms nationally, giving us the opportunity to invite you to interview with our Campaign Committee on January 24, 2012.

Guidance In Giving was selected by an overwhelming majority as the one firm that offered to relocate 4-5 staff members to our Diocese for one full year. These campaign directors, whose personalities fit well with our Development Director, Chancery staff and the people of our rural Wisconsin parishes, were total professionals.

In a campaign of this scale, which demanded the most personal approach possible, the grass-roots based parish receptions, proved to be an excellent setting to meet parishioners and answer questions. I am personally proud to have traveled to over 80 parish campaign gatherings.

Please know that I will gladly recommend your firm to my fellow bishops when the opportunity arises. With sincerest gratitude for all you have done to help us fulfill our obligation to promote the Gospel of Jesus Christ, I remain

Gratefully yours in Christ,

Most Reverend Peter F. Christensen  
Bishop of Superior

**St. Anthony Abbot Parish, St. Ann Parish,  
Sacred Heart of Jesus Parish  
900 St. Anthony Street  
Cumberland, WI 54829**

January 22, 2014

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

Dear Mr. Cusack,

I wish to share with you some of my thoughts about our recent capital campaign in the Diocese of Superior – **Faith in Our Future: *Our Legacy, Our Mission.***

As we entered into this campaign – I was at first a bit skeptical about its scope and its goals. I had been a part of the committee of the previous diocesan campaign (enough said!). Now that we have completed the formal campaign – I am very pleased and delighted with the results. Not only did the Diocese reach and surpass its goal, our parishes are at almost 90% of our goals – something I did not expect. I believe that this is mostly to how you and your staff handled everything.

From beginning to end – it was not just about money – but about faith.

All of my interactions with you and your staff were great. All of you listened – and made sure my – and the parishes – questions were answered. I am exceptionally pleased with our Campaign Director – Troy Anderson. Delightful, personable, professional, knowledgeable and caring. It was almost as if he was a part of the parishes and he had a personal stake in our goals. He was able to excite our parishioners about what we were doing and get them to be personally committed to our campaign.

As we approached the receptions for the parishes – I was a bit uncertain of how they would go – but with Troy taking the lead and being excited about the

campaign and the people – all went well. I enjoyed how they were set up and the script that was provided for us. Troy was a good coach and had some very good ideas on how to approach asking for contributions.

Troy communicated well – via phone, in person and by e-mail. He ensured that the parish secretary and I had all of the information and bulletin researches we needed. It almost seemed that he was only assigned to us – and had no other parishes to take care of (and I know he did). I could not have asked for a better person to work with on this campaign. I would love to have Troy on my staff!

The materials provided were appropriate and adequate. We had what we needed. I especially liked the poster provided – I think it spoke of our Diocese. The DVD was also another good promotional tool. I don't really care for those types of presentations personally – but this was exceptionally good.

Unlike other experiences I have had – I would gladly work with your company again and would recommend you to other parishes and dioceses.

I would gladly provide other thoughts and ideas or answer any questions you have about our experience with Guidance in Giving.

Again – I enjoyed working with everyone – but I especially single out Troy – he made the experience an excellent one for me.

Many Blessings,



Rev. Thomas E. Thompson

Pastor & Diocesan Director of Vocations and Seminarrians



# Good Shepherd Catholic Church

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Rib Lake, WI 54470-0295

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December 13, 2013

Mr. Michael R. Cusack  
225 Snedecor Ave  
Bayport, NY 11705

Dear Mr. Cusack:

I wanted to write to you about the job performance of Darren Moore, who served as our Campaign Director at the Diocese of Superior, WI for our Faith in Our Future Campaign.

Our parish committee for this campaign was pleased with Darren's performance. We found him to be very personable and easy to work with and we felt at ease in asking questions throughout the entire process. Darren kept us well informed of what needed to be done and when, and would also provide us with updated information to pass along to the parishioners. He was encouraging and courteous, and easy to contact any time we had questions. He did not pressure us in any way.

I was a bit concerned to have such a campaign run at a time when Good Shepherd Parish is in need of new windows and we are currently raising money for them. However, once the people understood the purpose of the campaign as Darren explained, they were very receptive.

Darren's wife, Lucy, also came along to the events and meetings at our parish and the two complemented each other in the work of the campaign.

Thank you for allowing us to provide feedback of our experience with the campaign.

Have a blessed and peace-filled Christmas.

Sincerely in Christ,

GOOD SHEPHERD CATHOLIC CHURCH

Father Otto Bucher, O.F.M. Cap  
Pastor



# CATHEDRAL OF CHRIST THE KING

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November 11, 2013  
Feast of St. Martin of Tours

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

Dear Mr. Cusack,

Thank you! I write to express my gratitude for the service, wisdom, and support that GIG has offered my parish during the Planning Study and Active Phase of our Combined Capital Campaign. During this past year I have been extremely grateful to several members of your company for their outstanding work:

- Mr. Michael Goodwin, for his initial interview during the Diocesan Planning Study
- Mr. Stephen Babcock, for his insights in guiding our Planning Study and Campaign
- Mr. Charles Recznik, for his competence, hard work, and commitment as our Director

I need to say an extra word about Charles: he really gave 110% all the time for our campaign. My parish team was ready to work, expecting a high level of organization and communication, and prepared for an intense effort. Charles delivered on all levels. As this was my first capital campaign I did not know what to expect, but he has certainly set a level that I will use as my standard of excellence as I move forward in ministry.

This has been an extraordinary experience for me, my staff, and the entire parish. We have learned a number of new insights that will be incorporated in a variety of ways.

Again, thank you! May your work continue to build up the Church!

Yours in Christ

Fr. Andrew Ricci  
Rector

And thanks for a great dinner at Bellisio's! It was a pleasure to visit with you, if only for a short time.  
Peace!

"We unite our hearts to Jesus Christ through study, prayer, and service."

**Most Holy Rosary Church  
203 N. Main Street  
PO Box 17  
Mellen, WI 54546**

November 11, 2013

Michael Cusack  
President and CEO  
Guidance in Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mr. Cusack,

I am writing regarding our relationship with your company and Troy Anderson our Campaign Director for Most Holy Rosary Church in Mellen, St. Anne's Church in Sanborn, St. Anthony in Highbridge and Most Precious Blood Church in Glidden located in the Diocese of Superior.

Troy was easy to work with and helpful in implementing the Faith in Our Future Capital Campaign for our cluster of parishes. He was well prepared and helpful in answering questions and talking with people during our receptions as well as getting information to our committee members in order for them to carry out their responsibilities during the capital campaign. Troy forwarded the information needed for pulpit announcements and information to be inserted in our bulletins, this information, at times, could have been forwarded a little sooner.

I feel that your company and Troy were good to work with and would be comfortable in recommending Troy and your company to another diocese.

Sincerely yours in Christ,

*By: Shanthi Mandapati*

Rev. Shanthi Mandapati  
Parochial Administrator