

To: Stephen Babcock, COO
Guidance in Giving

From: Kevin and Debbie Rose
P.O. Box 99
Keene, NH 03431-0099

Stephen,

Kevin and I worked closely with Tina Marie Anderson on the Capital Campaign for the Parish of the Holy Spirit in Keene, New Hampshire. Kevin was co-chair with Ann Szot, our Finance Council chair. I was on the committee with Ann Szot, Fr Alan Tremblay and Tina Marie to determine the "ask" for each parishioner based on the Wealth Assessment. Kevin and I made most of the pulpit announcements at one of our three churches and were on the reception committee. I am currently on the redemption committee.

This was the first capital campaign Kevin and I have been involved in. The rapid-paced calendar of events requires scheduling, follow-up, and attention to detail. All the while the campaign committee was working on and completing assigned tasks, Tina was working along side us, yet the next day pulpit announcements or a revised schedule would appear in our inbox. Tina deserves praise for keeping us on task and on schedule. You know much better than we do all the behind the scenes work the campaign director performs.

Fr Alan Tremblay and Fr Britto Adaikalam both had Covid during the reception phase of our campaign. Without a visible sign of panic, Tina Marie enlisted phone volunteers from the volunteer cards she had developed (which we used to update our parish directory) to reschedule a week of campaign receptions and rectory tours. We now believe this postponement, and the one-on-one personal phone conversations between volunteers and parishioners, increased parish-wide community and ownership of the goals of the campaign. Tina coached the volunteers and prepared a template of the phone conversation, as she did for each of the phone campaigns.

The objective of any capital campaign is to reach its targeted fund-raising goal and then accomplish the projects those funds were raised to complete. The Parish of the Holy Spirit exceeded the diocesan-approved ask of \$1.2 million, then exceeded Fr Alan Tremblay's personal goal of 1.5 million, and currently have pledges exceeding 1.9 million. I believe our campaign pledge figures speak volumes to the generosity and vibrancy of our parish and the "Guidance" and motivation of Tina Marie Anderson.

Quite obviously fundraising was the focus of the capital campaign, but what I want to draw your attention to are the seeds and flowers left on the sides of the road we traveled to reach our destination. Tina Marie loves, lives and shares her faith. She has left us a much more vibrant, close-knit community. She called together volunteers to work on campaign projects that fostered friendships between members of the parish that attend different churches or even simply different masses. Tina stressed the importance of phone conversations and asked that we use emails only when necessary. The one-on-one phone calls to invite parishioners to the receptions boosted attendance. Tina's encouragement that we hold receptions in each of the churches was a tremendous success.

It was a pleasure working with Tina Marie Anderson, and Guidance in Giving.

Debbie & Kevin Rose
Parish of the Holy Spirit
Campaign Committee 2022

To: Stephen Babcock, COO
Guidance in Giving

From: Kevin and Debbie Rose
P.O. Box 99
Keene, NH 03431-0099

Stephen,

Kevin and I worked closely with Tina Marie Anderson on the Capital Campaign for the Parish of the Holy Spirit in Keene, New Hampshire. Kevin was co-chair with Ann Szot, our Finance Council chair. I was on the committee with Ann Szot, Fr Alan Tremblay and Tina Marie to determine the “ask” for each parishioner based on the Wealth Assessment. Kevin and I made most of the pulpit announcements at one of our three churches and were on the reception committee. I am currently on the redemption committee.

This was the first capital campaign Kevin and I have been involved in. The rapid-paced calendar of events requires scheduling, follow-up, and attention to detail. All the while the campaign committee was working on and completing assigned tasks, Tina was working along side us, yet the next day pulpit announcements or a revised schedule would appear in our inbox. Tina deserves praise for keeping us on task and on schedule. You know much better than we do all the behind the scenes work the campaign director performs.

Fr Alan Tremblay and Fr Britto Adaikalam both had Covid during the reception phase of our campaign. Without a visible sign of panic, Tina Marie enlisted phone volunteers from the volunteer cards she had developed (which we used to update our parish directory) to reschedule a week of campaign receptions and rectory tours. We now believe this postponement, and the one-on-one personal phone conversations between volunteers and parishioners, increased parish-wide community and ownership of the goals of the campaign. Tina coached the volunteers and prepared a template of the phone conversation, as she did for each of the phone campaigns.

The objective of any capital campaign is to reach its targeted fund-raising goal and then accomplish the projects those funds were raised to complete. The Parish of the Holy Spirit exceeded the diocesan-approved ask of \$1.2 million, then exceeded Fr Alan Tremblay’s personal goal of 1.5 million, and currently have pledges exceeding 1.9 million. I believe our campaign pledge figures speak volumes to the generosity and vibrancy of our parish and the “Guidance” and motivation of Tina Marie Anderson.

7/18/2022

Ann Szot
211 Chapman Rd.
Keene, NH 03431

Steve Babcock
Guidance in Giving
Chief Operating Officer

Dear Steve:

As you know, our campaign "Honoring the Past, Embracing the Future" at the Parish of the Holy Spirit was a huge success. As of this writing, we have raised \$1,939,691 with an original goal of \$1,300,000 and a challenge goal of \$1,500,00. This success would not have been possible without the help of Tina Anderson and the Guidance in Giving (GIG) team.

The GIG "formula" provided to our Parish helped to motivate and keep our campaign team on task. The brochures, professional literature and advice were important tools in helping us craft a convincing campaign case to our parishioners. By following the steps of your company's proven campaign fundraising process, we were able to stay organized and focused in order to effectively communicate with our parish. Tina Anderson was instrumental in making it all come together by always providing a guiding hand as we progressed from one step to the next. As a result, we not only raised the funds we needed, but we have also strengthened our Church community through the process of working together for this common goal.

Tina was not only an effective campaign director, but she is also an extremely nice, faith filled person. She truly lives her faith out loud and was an inspiration to everyone around her as we moved through the campaign. It was a pleasure getting to know her and we will miss her smiling face.

As the campaign chair, I could not be happier with the results, and I am so glad we chose Guidance In Giving to help us succeed.

Warm Regards,

Ann Szot
Campaign Chair