



## THE CATHOLIC DIOCESE OF MEMPHIS

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March 27, 2023

Mr. Stephen A. Babcock  
Chief Operating Officer  
Guidance in Giving, Inc.  
107 Saxton Avenue  
Sayville, NY 11782

Dear Steve,

I wanted to take this opportunity to thank you and the entire GIG team for an outstanding capital campaign for the Catholic Diocese of Memphis. We embraced your team and your proven method and as a result, have achieved results of which we could only dream. We had hoped to raise \$20 million dollars (split among the parishes and the Diocese) but after your team conducted its study by communicating with our key shareholders and all Parishioners who cared to comment, you helped us to sharpen our focus to a few key projects which you estimated would likely lead to raising a minimum of \$22 million. As of today, our total pledges are almost \$30 million! God bless the generous people of West Tennessee. A 35% increase from the goal is remarkable – especially since we also had to slog through the COVID pandemic at the same time. Our Bishop and his staff could not be more pleased.

We especially appreciate the back-office assistance that GIG provided to ensure that initial communications were clear and eye catching and that reporting by Parish was timely and factual. Your team had its finger on the pulse through the entire process, which was one more thing that we did not have to manage or worry about. The GIG team and its preferred vendors handled almost everything.

Finally, one great aspect of working with your team that we did not expect was the internal education that we received. Your team has done this work across many Dioceses for many years and so have a good understanding of “best practices” when it comes to Development, Fund Raising and even accounting reports. Our Diocese is much stronger not only because of the funds but because of the internal improvements to our processes. And the best part is that your team is always available for questions or problem solving.

Thanks again, Steve. We truly could not have done this without Guidance in Giving.

God bless,

David Zaleski  
Chief Financial Officer



OFFICE OF THE BISHOP  
DIOCESE OF MEMPHIS

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My friends,

Please allow me to express my enthusiastic support for the firm of Guidance in Giving. I recently had the pleasure of teaming with them to conduct our diocesan capital campaign, United in Faith. From the moment they set foot in Memphis until the successful completion of our \$22M campaign, I was continually impressed by their commitment to the mission of the church, to their faith and to the success of the campaign in every parish, whether large, small, urban, rural, English, Spanish, wealthy or not.

The GIG plan took into account the diverse needs of our diocese. We are a diocese of 47 parishes and missions, each of them unique in makeup and design. By inserting their campaign directors into the life of each parish; the pastors, committee members and parishioners all had a level of comfort with both the information and the campaign that I believe is unsurpassed in the campaign world. I credit this to GIG's excellent use of communications at all levels and also to their Catholicism shining through.

The use of one-on-one meetings, small group gatherings and larger parish receptions all served to target and address the differing groups that make up our Catholic communities. I was able to personally meet with many of our most generous donors to the diocese and was prepped and completely comfortable in asking for their help in furthering our campaign. The meetings, due to this planning, were not a source of anxiety, but rather warm, gracious and fruitful in meeting our needs.

I was able to attend many parish campaign receptions across the diocese. I found them an excellent use of my time and a wonderful platform to not only speak about my vision for the diocese, but also to further the relationship between diocese and parish. The professionalism and attention to detail was evident in each of these gatherings. Receptions were conducted in English and Spanish depending on the needs of the community. Parishioners were warmly welcomed into an atmosphere of information gathering. Rather than being coerced into a gift in the moment, they were encouraged to return home and pray for the gift that spoke to their heart. These meetings were then followed up on by the GIG team, my diocesan development team or myself, resulting in an overwhelming majority of those who attended a reception making a gift to the campaign.

I wholeheartedly recommend Guidance in Giving for all your development needs. As of this writing, we have surpassed our campaign goal of \$22M and have currently raised \$32M. More than that, the feedback from clergy and parishioners has been positive and many see this campaign as having built a bridge for the future of the diocese. While the active phase of the campaign has closed, the GIG staff continues to remain in close contact with my development team to provide them with ongoing communications and follow up on both the diocesan and parish levels as needed. My experience with Guidance in Giving, is one that I would recommend to all dioceses, all parishes and all schools. I am yours

+ David P. Talley

In the light and love of the Lord  
Most Reverend David P. Talley  
Bishop of Memphis