

7799 Holiday Dr. North
Sarasota, FL 34231
28 March 2023

Mr. Joseph Neville
President, Parish Services
Guidance in Giving, Inc.
2521 Ridgewind Way
Windermere, FL 34786

Dear Mr. Neville:

As a member of the "Our Church...Our Future" Capital Campaign Committee, and its Leadership Gifts Sub-Committee, of St. Thomas More Parish in Sarasota, FL, I would like to thank Guidance in Giving (GIG) for its invaluable help in conducting our building restoration capital campaign and, in particular, the support provided by Luis Tacuri, VP of Digital Engagement at GIG and Campaign Director at St. Thomas More.

Our campaign's success in raising nearly \$2.5 million in pledges is due in large part to the time and effort that Luis put into the campaign. Luis' organizational and communication skills as well as his attention to detail were instrumental in having a successful campaign.

Considering the huge effort that it took to direct a campaign involving dozens of mostly volunteers of different skill sets and personalities, on and within a certain timeframe, Luis is to be commended for his aplomb, dedication, patience and positive personality. We could not have done this campaign on our own and without Luis.

With gratitude,



Frank A. Moeslein

Dr. Sheri Bridges
2822 Hardee Dr.
Sarasota, FL 34231

April 11, 2023

Mr. Joseph Neville
President, Parish Services
Guidance In Giving, Inc.
2521 Ridgewind Way
Windermere, FL 34786

Dear Mr. Neville:

This letter is to commend Luis Tacuri's work on behalf of the Our Church, Our Future Capital Campaign at St. Thomas More Catholic Church during the first three months of 2023.

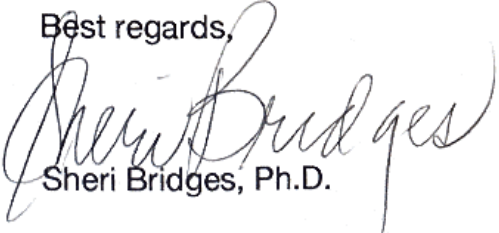
Luis is knowledgeable, responsive, engaging and personable. His oral communication skills are particularly outstanding, and at our church they underpinned his ability to command the room on fundraising issues. That is no small feat for someone who is half the age and has one quarter the general business experience of individuals on the committee.

I also observed a degree of social ease in Luis that I believe is a natural byproduct of his authenticity. He greets people with genuine interest in who, and how, they are. This is a valuable trait always, but especially when dealing with church parishioners, who are looking for Christ in everyone they meet.

Luis is adroit with numbers — compiling, analyzing and reporting them. As someone who was a business professor for 25 years, I find his prowess not only admirable, but also essential when other people's money is involved. He regularly informed us of our progress toward our overall goal, as well as within key target groups. He presented data and information clearly and concisely, and never failed to describe what the "next steps" were.

I am confident that Luis' personal and professional abilities will ensure his future success . . . perhaps even as President of Guidance in Giving someday!

Best regards,



Sheri Bridges, Ph.D.

St. Thomas More

Our Church - Our Future Capital Campaign

March 29, 2023

Joseph Neville
President, Parish Services
Guidance In Giving, Inc.
2521 Ridgeland Way
Windermere, FL 34786

Dear Mr. Neville:

As Co-Chair (along with my spouse, Trish), of the St Thomas More, "Our Church – Our Future" capital campaign, it was a pleasure working with Guidance In Giving, and specifically with Luis Tacuri of your organization. There are several factors that affected our campaign as we are a full time resident, "snowbird" and vacation – visitors parish. Further, the campaign was coming off COVID as well as, most of our parishioners are retired and (perhaps) on fixed income re: their concerns about inflation, higher food and medical costs, the distress in the stock and bond market and the overall lethargy of the economy. Florida is "better off" than most of our snowbird states, yet, this was, in our view, influencing the decisions of our donor base. Lastly, we had to recognize the personality of our previous pastor and the influence that he has with our long-time parishioners. Simply said, Luis navigated through these issues and listened intently to our comments and concerns as we proceeded on the campaign. Another factor, specific to our campaign, the capital campaign proceeds were not "glitzy" in that we are replacing HVAC, roofs, repairing windows and pavers and exterior painting.

Thanks to the leadership of Luis, we "kept to our plan". Our Pastor led the campaign with an effective Campaign Committee, more so, volunteers for phone calls, mailings, receptions and at the Masses ie: we enacted the Guidance In Giving campaign strategies throughout the campaign. There were times, of doubt, as the initial response of the potential large gift/donors did not meet expectations. Looking back, we came close on this, and performed reasonably well with our overall member base and visitors. Sad to say, only about 30% of our registered members participated in the campaign, which I understand to be typical for a Catholic parish.

One of the strengths of the campaign, was the communication with our parishioners, via emails, bulletin notices, brochures, campaign literature and "messaging from the pulpit". The receptions were a "good sendoff" but less attended than we had originally thought. From the "quiet phase" through the "active phase" and lastly commitment weekend and finalization of the active campaign, Luis, was there giving us his counsel and "keeping us steady" and focused on the process.

The results of our campaign are acceptable as we realized, to date, over 90% of our goal. We know that this is a three year campaign such that there will be ongoing dialogue on the campaign with new parish members, one time givers, visitors and those registered members that did not contribute at this time.

We are in the process of identifying our "Redemption Chair" and his/her volunteers as well as a support person at the parish office. Simply said, we need to collect on the pledges and continue our focus on meeting/exceeding our goal at 100%+

Yes, I would recommend Guidance In Giving, to other Catholic parishes that are planning a capital campaign and further, a yes, to the involvement of Luis Tacuri on the campaign. Thank you! To Guidance In Giving for your leadership and direction on the St Thomas More, "Our Church -Our Future" capital campaign.

Respectfully,

Ken Berberich

Chair – St Thomas More "Our Church – Our Future" Capital Campaign