HOW TO GROW YOUR CATHOLIC SCHOOL ENDOWMENT
### STRATEGIES THAT WORK: Endowment vs Annual Campaign

<table>
<thead>
<tr>
<th>Endowment</th>
<th>Annual</th>
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</thead>
<tbody>
<tr>
<td>Future (Visionary)</td>
<td>Current (Maintenance)</td>
</tr>
<tr>
<td>Focus on Pyramid Tip</td>
<td>Focus on Pyramid Base</td>
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<tr>
<td>Larger, stretch goal</td>
<td>Moderate goal</td>
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<tr>
<td>Face to Face</td>
<td>Direct Mail</td>
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<tr>
<td>Sequential Solicitation</td>
<td>Solicit All at Once</td>
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<tr>
<td>Planned Gifts</td>
<td>Cash Gifts</td>
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<tr>
<td>Commitment to Give</td>
<td>Immediate Gifts</td>
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</table>
STRATEGIES THAT WORK: Making the Ask

- Face-to-face, Team of two
- Small group gathering
- Tributes (memorial or honorary)
- Special event
- Personal “Door Opener” letter with telephone follow-up
- Use prospect folder
Let's identify some prospects!

1. Name your most individual enthusiastic school supporter
2. Name a group that supports the school
3. Name a person that can give $500 or more
4. Name a person that has given $1000 or more to your school
5. List a local family with several generations that could join together to make a major family gift
Let's identify some prospects!

6. Name a Catholic school supporter that is near a milestone birthday or anniversary
7. Name a current school donor who gives $300 or more annually
8. Name a person who has mentioned legacy giving to you
9. Name regular, consistent givers to your parish Ash Wednesday collection
10. Name a retired Catholic school teacher or administrator
Next...

All schools are encouraged to continue growing their endowment fund!
Your Diocesan & Foundation Team

Terri Gadzinski, Exec Dir Stewardship & Development and UPCF
    Ph 800/562-9745 ext# 108 | Email tgadzinski@dioceseofmarquette.org

Angelina Juidici, Administrative Assistant
    Ph 800/562-9745 ext# 156 | Email ajuidici@dioceseofmarquette.org

Mark Salisbury, Superintendent
    Ph 800/562-9745 ext# 127 | Email msalisbury@dioceseofmarquette.org

Cassie LaTourneau, Administrative Assistant
    Ph. 800/562-9745 ext# 137 | Email clatourneau@dioceseofmarquette.org