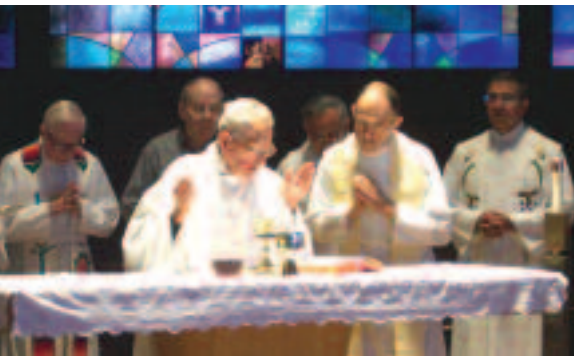


CASE STUDY

www.zielinskico.com



Fund Development

Annual Planning
Board Development
Capital Campaign Planning
Development Office Assessment
Development Office Management
Development Office Start-Up
Major Donor/Planning Gift Programs
Solicitation Strategies
Training and Mentoring
Vision Planning

“Zielinski Companies developed a comprehensive approach to meeting our fundraising needs.”

— Very Rev. Joseph Roelke, MSF



ZIELINSKI COMPANIES

Missionaries of the Holy Family Initiate Successful Development Office

The Situation: The Congregation of the Missionaries of the Holy Family has a rich history. Since their founding in 1895, the Missionaries have served worldwide in over 20 countries. The North American Province of the Congregation now staffs parishes and chaplaincies throughout the U.S. in addition to operating three missions in rural Texas.

When Very Rev. Joseph Roelke assumed the position of Provincial of the North American Province in 2001, disconcerting problems faced the Congregation. These problems put a severe strain on the Congregation’s financial and personnel resources.

To address these serious issues, Father Joe began working with Zielinski Companies. With direction from various Zielinski consultants, Father Joe initiated multiple activities designed to assess the situation and to establish the Congregation on solid financial footing. It was apparent, however, that additional revenue would be required if the Congregation was to continue its mission.

The Solution: Father Joe felt strongly that initiating professional development efforts could provide much needed funds, while helping to energize the community. The Congregation again turned to Zielinski Companies. “Zielinski Companies developed a comprehensive approach to meeting our fundraising needs,” according to Father Joe.

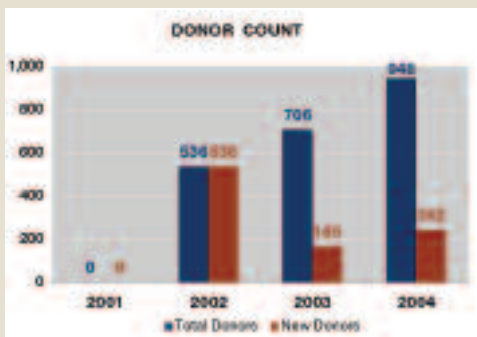
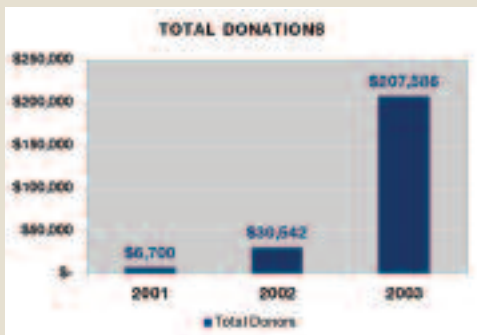
Initially, Zielinski Companies conducted an in-depth search to identify a development candidate that was capable *and* affordable. The firm’s unique expertise in working with Catholic religious and mentoring professionals new to the development profession allowed them to identify several qualified candidates. The final candidates were subsequently interviewed by the Congregation, and ultimately, a professional was hired who had an excellent business background and a serious interest in working in the non-profit, religious sector.



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CASE STUDY

Fund Development

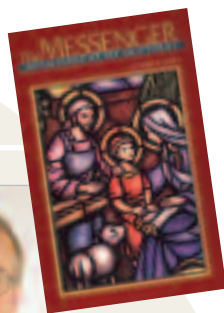


“Zielinski Companies... allowed us to get our development efforts off the ground quickly and much more successfully than we ever thought possible.”

— Very Rev. Joseph Roelke, MSF



Very Rev. Joseph Roelke, MSF



With ongoing mentoring from Zielinski professionals, the new development director became quickly acclimated to the profession, and the activities of the development office began moving at a rapid pace.

The Results: Because major gifts and board development are cornerstones for successful fundraising, the creation of a lay fund development board became an immediate priority. The professionals at Zielinski Companies drew from experiences and key sources to give the board its initial structure, while working with the community to identify prospective members. Lay members were oriented to the goals, objectives, and fundraising needs of the Congregation and began giving and networking almost immediately.

A strong donor identification and cultivation program was established. An appropriate development software package was selected, installed, and utilized to track demographic and giving data for donors and prospects.

Father Joe and the development director re-established the Congregation’s newsletter, *The Messenger*, which had been dormant for 20 years. The reintroduction of this marketing tool created renewed energy and enthusiasm among the community’s members. Its ongoing publication provides critical information about the Congregation to current and prospective donors.

Zielinski Companies also worked with Father Joe to help write, formalize, and submit specific grant applications to various religious funders. This effort garnered a major gift and a matching opportunity for the Congregation and its donors.

Today, the Congregation’s donor identification and cultivation program, supported by their strong lay board, is resulting in a growing stream of income and major gifts. The fundraising efforts of the Missionaries of the Holy Family more than broke even in the first full year of operation—a very rare situation in fund development efforts. The Congregation has received more than \$200,000, while expenses have been held to approximately \$80,000, for a cost per dollar raised of \$0.40 in the program’s infancy—remarkable!

According to Father Joe, “Zielinski Companies provided the fundraising expertise, experience, and input that allowed us to get our development efforts off the ground quickly and much more successfully than we ever thought possible.”



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