

Project 12.40.12

***Twelve Months**

***to Raise P 40 Million**

***in Twelve Giving Levels**

(A Multi-Pronged Approach to Raising Funds for Phase 2- the Architectural and Finishing Stages - of the St. Padre Pio Church: September 23, 2016 to September 23, 2017)

COMPONENT PARTS OF PROJECT 12.40.12

*Direct Solicitation

*Mass Media

*Special Events

*40 Super Solicitors – *see separate discussion**

A. **DIRECT SOLICITATION** – primary means of raising funds.

Target:

1. Parishioners
2. Outsiders
 - a. Relatives
 - b. Friends
 - c. Officemates
 - d. Companies/Businesses
 - i. Personal contacts
 - ii. Referrals

Referrers:

- Individuals
- Centers of Influence
 - Public Servants
 - Religious

B. MASS MEDIA – promote devotion to Padre Pio (who is Padre Pio? miraculous intercessions, etc.) and call to action, i.e., solicitation for the completion of the church

1. Print – newspapers; magazines; periodicals; letters
2. Broadcast (TV/Radio) personalities
3. Billboards/tarpaulins in strategic places
4. Website, Facebook, Twitter, Viber, Instagram, Text brigades
5. Special Occasion Cards
- 6.

C. SPECIAL EVENTS - largely the initiative of community members/external groups, with Phase 2 as the beneficiary; minimum participation of Fundraising Ministry

1. Community/Parish-based Initiatives
 - a. Parish-based Organizations (e.g., CLPR)
 - b. Trans Parochial Groups (e.g., CFC, ME)
 - c. Village Associations/Developing Communities
 - d. Groups (Youth, Senior Citizens, Walkers' Club, barkadahan, etc.)
 - e. Families
 - f. Individuals
2. External Groups' Initiatives – Good Samaritans
3. One-Time, Big-time Event (dance-for-a-cause, concerts, golf tournaments)

DESIRED KEY RESULTS

1. **Direct Solicitation**
 - a. Cash donations
 - b. Materials
2. **Mass Media**
 - a. Information Dissemination – creating awareness of Padre Pio and the church being constructed in his name
 - b. Appeal for donations translating to actual donations
3. **Special events**
 - Cash proceeds, primarily

MECHANICS

1. Direct Solicitation

a. Cash

- i. personal solicitation – use of solicitation letters/pledge cards, personal visits (on the spot cash donations or via installments within a specific time frame)
- ii. solicitation via centers of influence (COI)
 - convincing COI to organize meetings of potential donors
 - making a pitch during the meetings
 - follow-up
 - COIs – public servants, church leaders, renowned Padre Pio devotees

b. Materials

- i. Identify/enumerate and provide itemized costing for each
- ii. Agree on timetable for delivery (if in kind,) or remittance (if in cash)

2. Mass Media – twin objectives: **create awareness/promote devotion** to Padre Pio, and **call to action** (i.e., solicitation for the completion of the church)

Plug/broadcast the ff:

- quarterly healing mass
- once a month intercessory prayers – 8am -10 pm, 1st Sat. of month
- 9-day novena/month – 15th-23rd of each month

a. Print (newspapers, magazines, periodicals, letters)

- prepare write up on Padre Pio and the on-going church construction with pictures, ending with appeal for donations (e.g., petitions and answered prayers)
- look for contacts in newspapers/magazines/periodicals and solicit free space to accommodate the write up
- Customized solicitation letters

- b. Broadcast (TV/Radio)
 - prepare brief write up about the on-going church construction and look for contacts who could request the pre-determined TV/Radio personalities to 'plug' the project and solicitation efforts
 - if the opportunity presents itself, personally plug the project in radio/TV shows
- c. Billboards/tarpaulins in strategic places
 - Billboard/tarpaulin in construction site; churches/chapels
 - Billboard/tarpaulin in Severina entrance/West Service Road(request building owners in West Service Road to allow the Parish to hang tarpaulins in their facades) – Natrapharm, Balfour, Rainbow -
 - Constant stream/succession of tarpaulins re specific information regarding aspects of the fundraising scheme and progress of construction - Bernie
- d. Website Facebook, Twitter, Viber, Instagram, Text brigades
 - Constant stream of specific information regarding aspects of the fundraising scheme and progress of construction
- e. Special Occasion Cards
 - Preparation of customized greeting cards for special occasions/milestones (e.g., birthdays, anniversaries, Christmas, New Year, graduation, passing licensure examinations, etc.)

3. **Special Events**

- a. Encourage initiatives like these but with the caveat that the Fundraising Ministry will only have a minimum participation in the event for lack of resources, both human and material/financial (e.g., the concert 'Believe' and the play 'Father Alfonso').
- b. In any case, any proposed special event will have to be discussed with the Fundraising Ministry prior to hitting the ground (for clarification of the concept, leveling of expectations, etc.).

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Project “40” – SuperSolicitors”

Introduction

Any fundraising scheme requires a back-up plan in order to ensure the attainment of the given objective. There is wisdom in a “Plan B” or “Plan C.” This is the purpose for coming up with the “40 Super Solicitors,” a back-up plan that could very well spell the success for our fundraising scheme.

Objective

The objective is simple: identify forty (40) individuals/entities that will function as ‘fund generators,’ as it were, tasked/responsible for bringing in the cash/material donations for the completion of Phase 2.

Mechanics

The FIRST STEP is to **identify** these 40 Super Solicitors who will raise P 1 M each over a certain period of time.

The following could be tapped:

1. Members of the Church Construction Committee
2. Parish servants
3. Selected homeowners/families with proven track record in donating and/or soliciting
4. Organized groups
 - a. Parish-based religious organizations
 - b. Parish/Community-based organizations
 - c. Socio-civic organizations
5. Informal groups
6. Centers of Influence
7. Businessmen
8. Companies – via their Corporate Social Responsibility (CSR) program
9. High Net Worth Individuals
10. Etc.

The SECOND STEP is to determine the **period** within which to raise the P 1 M each. If the completion of Phase 2 is pegged at St. Padre Pio's Feast Day next year, September 23, 2017, then Project "40" must have a shorter duration. But the period must neither be long (as it would promote complacency) nor short (that it would be unrealistic, even stressful). A midpoint must be identified that will be long enough to allow for breathing space, but short enough to put the solicitors on pins and needles, as it were, in order to avoid complacency. **Six (6) months** seem to be workable – February 23, 2016 – August 23, 2017.

The THIRD STEP is to gather these 40 Super Solicitors for training in the art of solicitation. Just like any other objective-based human activity, individual solicitation efforts must be organized and adequately supported with collaterals.

The FOURTH STEP is regular monitoring of solicitation activities – i.e., guide posts within the 6-month period, to check the progress (or lack of it) of their solicitation efforts.

Integral part of Project 12. 40. 12

Project "40" is not a duplication of Project 12.40.12. Rather, it is supportive of and complements the main fundraising activity. A sub-plot within a major plot, really. When Project 12.40.12 rolls out, Project "40" will not be far behind and will constitute the 4th component part (in addition to direct solicitation, mass media and special events). However, it is a stand-alone initiative with its own set of mechanics that runs parallel to Project 12.40.12.

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