

Diocese of Savannah

OFFICE OF THE BISHOP



CATHOLIC PASTORAL CENTER
601 EAST LIBERTY STREET
SAVANNAH, GEORGIA 31401-5196

PHONE (912) 238-2320
FAX (912) 238-2335

January 31, 2000

Mr. Michael R. Cusack
President
Guidance In Giving
225 Snedecor Avenue
Bayport, NY 11705

Dear Mr. Cusack:

I am happy to provide a letter of recommendation regarding the One Faith... One Family Campaign that Guidance in Giving conducted in the Diocese of Savannah.

While no endeavor of this kind is perfect, from what I have heard from some other dioceses, our campaign was relatively "glitch-free."

The time spent interviewing the majority of our pastors prior to the campaign and the respect which the young men of your company gave to them were important elements of the campaign. In my experience, very few pastors eagerly anticipate the announcement of a diocesan capital campaign. Their positive participation is essential. Your low-key and personal approach alleviated many of their concerns. This in large part made our campaign a success.

We have over \$15.6 million in pledges on a goal of \$10 million. This is from a diocese of about 28,000 families. It was our first endeavor of this magnitude and while I wouldn't want to do it again next year, it was a very positive and energizing experience with our diocese.

I wish you and Guidance in Giving well in your future endeavors.

Sincerely yours in Christ,

A handwritten signature in black ink that reads "J. Kevin Boland". The signature is written in a cursive, slightly slanted style.

J. Kevin Boland
Bishop of Savannah

JKB/ga

Diocese of Savannah

OFFICE OF STEWARDSHIP AND DEVELOPMENT



CATHOLIC PASTORAL CENTER
601 EAST LIBERTY STREET
SAVANNAH, GEORGIA 31401-5196

PHONE (912) 238-2320
FAX (912) 238-2339

January 26, 2000

Mr. Michael Cusack
Guidance In Giving
225 Snedecor Avenue
Bayport, NY 11705

Dear Michael,

Our Jubilee Campaign, One Faith... One Family continues to do well in the redemption phase. On our goal of \$10 million, \$15.6 was pledged and over \$6 million has been collected in the first year. We are pleased with the outcome.

This campaign was the largest ever attempted in our sprawling diocese of 37,000 square miles. Geography alone is a major hurdle as you and the team who worked here for a year discovered. The challenges were handled well.

I admit to some initial misgivings because of the ages of our team. (However, I'm noticing lately that everyone seems young to me!) I need not have worried. They were capable, enthusiastic and well supervised. They worked well with our Development Office support staff and handled any problems that arose in the parishes with tact and professionalism.

From my point of view, working with Guidance in Giving was a positive experience. I believe this is true of the majority of our parishes as well, as is evidenced by the number who are contacting you for possible parish campaigns.

In my capacity as Diocesan Stewardship and Development Director, I have spent considerable time and effort building good working relationships with our parishes. I am aware that this delicate balance is easily upset, and that a negative experience with a diocesan capital campaign could undo a lot of hard work. This has not happened; in fact, quite the reverse. I believe our pastors and parishes have grown from the experience and have a more positive view of "fundraising".

I feel sure I will be seeing Guidance in Giving in South Georgia in the future.

Sincerely,

A handwritten signature in cursive script, appearing to read "Pat".

Patricia Signs
Director of Stewardship
and Development

16 June 2000

Dear Mike,

I write to congratulate you, your company: GUIDANCE IN GIVING, and your director, Matt Dwyer for an overwhelmingly successful fund raising campaign in the Diocese of Savannah, and specifically in my parish, Our Lady of Lourdes, Columbus, Ga.

Traditionally, this parish (now in its 40th year) has not met its campaign goals to the diocese. As a matter of fact, not too many years ago the bishop wrote off a parish debt to the diocese of around \$150,000. Money, for a number of valid reasons, is not in south Columbus.

Amazingly, Matt and I worked closely together and over pledged our parish's diocesan goal by \$50,000. I believe the secret in this regard was the recognition of different ethnic groups in the parish, meeting with different ethnic groups separately and suggesting group goals. The poorest of the groups, hispanics, pledged as a group over \$25,000. The Koreans pledged over \$50,000 as a group, and so on.

These group receptions were Matt and my Special Gifts Receptions. In this case Special Gifts Receptions for individuals would have been futile. The ethnic groups in the parish think as groups, never as individuals. They give in the same manner. I heartedly recommend this method to other parishes with strong ethnic makeup.

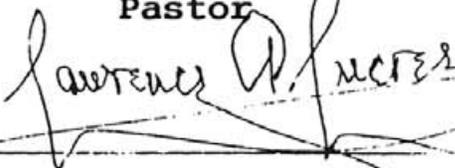
A one time general reception with the bishop present was well attended. Matt, again, showed his competency. While capable, intelligent and knowledgeable, Matt is at the same time possessed with a real humility which is irresistible, especially to older members of the parish. This gifted young man must definitely be considered an asset to your company.

One final aspect of the campaign in this parish needs mentioning. Bishop Boland gave this parish permission to keep the entire amount which was over our diocesan goal. Matt and I developed a tri-fold handout which was given out to all attending the general session, the group meetings, and also mailed to all parioners. Since the parish church was in need of some new appointments, e.g. Stations of the Cross, pews, etc. individuals and groups had the privilege of requesting these memorials for larger gifts. These appointments will be added once our diocesan goal is realized and over-and-above monies are returned to the parish. The overall thinking here was to undergo some renovations in our own parish while at the same time helping to renovate the Cathedral.

I salute you, Mike, and your company, GUIDANCE IN GIVING, for diocesan success and this parish's success. But I am forced to acknowledge the leadership and specific work of Matt Dwyer for the attention and hard work which he consistantly demonstrated in this parish.

Very sincerely yours,

(Fr.) Lawrence A. Lucree
Pastor

A handwritten signature in cursive script that reads "Lawrence A. Lucree". The signature is written over a horizontal line and extends slightly above and below it.

Mr. Michael Cusack, President
GUIDANCE IN GIVING
225 Snedecor Avenue
Bayport, New York 11705

St. Teresa of Avila Parish



117 Pleasant Home Road
Augusta, Georgia 30907-3517
Phone: (706) 863-4956
Fax: (706) 863-5001

June 5, 2000

Re: Guidance In Giving Professional Fund Raising Consultants

To Whom It May Concern:

This letter is written to recommend the above-referenced professional fund raising consultants. This group, and in particular, Matthew Dwyer, who worked with twenty-seven of the seventy-nine parishes in our Diocese on our "*One Faith, One Family*" Capital Campaign, did an outstanding job. Our campaign ended in June 1999 and was extremely successful for the Diocese of Savannah, as well as the various parishes that benefited from the fund raising. The campaign surpassed its goal.

One of the aspects of the campaign, which was very effective, was the Special Gift Receptions and the In-Pew Solicitation program. The Special Gift Receptions were a unique way to allow the Bishop to meet with and touch those families who could make sizable gifts to the campaign. Likewise, the In-Pew Solicitation, with its prior mailings and handouts, served as a great catalyst to inform the parishioners of the Bishop's and various parishes' needs in this campaign.

Matt Dwyer, as a Director for the Diocesan Campaign, made every effort to be available to myself and the members of my parish who were involved in our own portion of the campaign. He worked diligently to coordinate meetings and events with our needs. He was always available to assist if we had any questions.

I highly recommend Guidance In Giving and Matthew Dwyer should your parish or diocese need the services of a competent professional fund raising consultant firm.

Sincerely,

Rev. Thomas J. Peyton
Pastor

St. Ann's & St. John the Baptist
Catholic Missions

2969 MCCORKLE CURVE RD.
THOMASTON, GA. 30286-1208
(706) 648-2599
FAX (706) 648-4040

September 30, 2003

To whom it may concern:

St. Ann's and St. John the Baptist have been Catholic Missions for over fifty years during which time many attempts have been made to form an actual Parish. Earlier this year we decided once again to attempt the impossible. This time we decided to change our strategy and employ a fundraising firm to assist us in our endeavor. After interviewing a number of companies we chose Guidance In Giving.

Our experience with GIG from the beginning has been a good one. During our initial interview Chris Cusack and Mike Coates displayed absolute professionalism in a down to earth, understanding manner.

Mike Coates and Christian Metzger were assigned to our campaign. It soon became obvious that Mike and Christian were hard workers and developed a wonderful working relationship with staff, campaign members and myself. They did an excellent job in explaining the step-by-step procedures involved in our campaign.

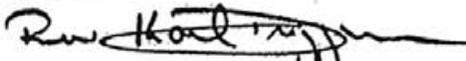
Based on our financial history we soon had a \$500,000 goal to reach. Mike and Christian got to work straight away in organizing reception, letters, brochures and the training our campaign members. They did a phenomenal job in motivating our committee and in turn, the whole parish community with the belief that working together we could achieve our goal. They implemented an equal sacrifice level of giving that helped in allowing every family in the parish to participate to their own ability. No one was ever made to feel that they could not help or be involved at some level.

The parishioners warmed to Mike and Christian immediately and often commented on the confidence they now placed in Guidance In Giving for the success of our campaign. Every representative of Guidance In Giving that visited the parish during the campaign showed themselves and their company to be professional, courteous and dedicated.

At this time our pledged total has exceeded \$706,000. On behalf of the parish I would like to express my sincere gratitude to Guidance In Giving for all their good work in helping us meet and exceed our campaign goal.

I would like to highly recommend Guidance In Giving to any parish considering a campaign in the future.

Sincerely



Reverend Karl Duggan

St. John the Evangelist Catholic Church

800 Gornito Road
Valdosta, Georgia 31602-1699
Phone (912) 244-2430
Fax (912) 244-5352

February 29, 2000

To Whom It May Concern,

Michael Coates conducted a very successful building campaign in this parish in the Spring of 1999. He came here as the representative of Guidance In Giving. When we contracted with Guidance In Giving to do this campaign, they told us that as a parish we were capable of raising \$1.5 million, at most \$1.8 million. The campaign raised \$2.1 million. It was a very successful campaign. We owe its success, in great part, to the hard work of Michael Coates. He was very professional in his approach. He treated every person with respect. He gave an excellent presentation at all the receptions in both homes and parish. Michael entered the pledges in a very timely manner and was able to give me updates whenever I needed them. Michael was in our parish for a total of six weeks. The next time I do a campaign, I would probably contract with Guidance In Giving and I would be looking for Michael Coates to run the campaign.

Please feel free to call me if you need any further details about the campaign that Michael Coates conducted in our parish.

Sincerely yours,

A handwritten signature in cursive script that reads "Fr. John O'Brien". The signature is written in dark ink and is positioned above the printed name.

Fr. John O'Brien

**Immaculate Conception Church
204 North Church Street
Dublin, Georgia 31021
(912) 272-0266**

June 30, 2000

**Mr. Michael R. Cusack
President
Guidance in Giving
225 Snedecor Avenue
Bayport, NY 11705**

Dear Mr. Cusack:

I am happy to provide a letter of recommendation for Guidance in Giving. Like many who work for the Church, I have a natural prejudice against professional fundraisers. In the past, I have felt overwhelmed by the amount of work professional fundraisers have placed on parish workers. This was not the case with Guidance in Giving.

They set-up a very simple and effective fund raising structure for this campaign. I particularly liked the support offered by the local Guidance in Giving representative, Matt Dwyer, as a local Director for the Diocesan Campaign did an outstanding job in helping us to achieve our goal. His low-key and personal approach connected with our parishioners. He was flexible and adjusted the program to our local needs. I enjoyed working with Matt and found him very accessible whenever I had a question.

Guidance in Giving offered a balanced, positive approach to fund raising. I've no doubt that their experience would be of great assistance to any Church looking to run a Capital Campaign.

Sincerely in Christ,

**Fr. Gerald P. Ragan
Pastor
Kmh**

St. Joseph's Church

1048 E. Cherry St.
Jesup, GA 31546-3114

Office: [912] 427-9239
Fax: [912] 427-9238

Mr. Michael R. Cusack, President
Guidance In Giving
225 Snedecor Avenue
Bayport, NY 11705

July 27, 1999

Dear Mr. Cusack,

I am in receipt of your letter dated July, 1999.

I am most happy to offer this letter of recommendation regarding your efforts in the Diocese of Savannah's One Faith...One Family Campaign.

I especially appreciated the manner in which the campaign was presented and conducted. At no time did I feel any pressure whatsoever.

The young man who visited our parish regarding the campaign was most helpful and throughout the campaign made every effort to be of assistance at the parish level.

Because this is a very small parish, we did not have a reception, etc. Yet, I, along with many parishioners, was pleasantly surprised at the response in the way of pledges and gifts.

Your efforts are to be commended!

Signed,

A handwritten signature in black ink that reads "Wes Lamb" in a cursive script, followed by the initials "O.S.S.T." in a smaller, more upright script.

Fr. Wes Lamb, O.S.S.T.
Parochial Administrator

ST. JOSEPH'S CATHOLIC CHURCH
830 POPLAR STREET
MACON, GEORGIA 31201

May 21, 2000

Dear Sir or Madam,

I am writing this letter as a testament to the work of Matthew Dwyer and the Guidance in Giving Corporation. In 1999 we had a capital campaign within the diocese of Savannah. I was initially hesitant about this program because we rarely speak to our parishioners about money. Matt and the Guidance in Giving Team came in and spoke with our parish leaders and laid out a plan and answered all of our questions. Our leadership team was impressed with the plan and put it into effect.

As a priest I am reluctant to directly ask people for money because I want them to give out of charity and not because they feel forced. The Guidance in Giving Program relied greatly on lay leadership and also provided opportunity for the priests to speak directly or by letter to those we felt comfortable speaking to.

In short, we went over goal and I found the fundraising to be a painless procedure and a successful venture. I am grateful to our leadership committee who took the football and ran with it and for a good game plan provided by Guidance in Giving.

Sincerely,

Rev. Timothy P. McKeown

Rev. Timothy McKeown



St. Peter Chanel
Catholic Church

March 28, 2007

Mr. Michael Cusack
President and CEO
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, NY 11705

Dear Michael,

I hope this letter finds you well. First, I must apologize for taking so long to write this letter to you. It may be overdue, but please know that it comes with my most sincere thanks to Guidance in Giving, and especially Michael Coates, for an outstanding job during our Building the Kingdom Capital Campaign.

As you know, we had a bit of a false start when the campaign began. The company we had initially contracted with simply could not present the vision and level of enthusiasm that I knew was necessary to make this campaign a success. As a result, I decided to terminate that relationship and contract with Guidance in Giving to help pick up the pieces and move forward. I must say, I was very concerned whether or not we would be able to regain momentum. In retrospect, this was the best decision I could have made.

Our assigned Campaign Director, Mike Coates, and other members of your staff assured me that what had previously transpired would not affect the ultimate outcome of the campaign. We had to admit we made a mistake, regroup, and move forward with our new game plan. As it turned out, our parishioners greatly appreciated our honesty and openness, and enthusiastically volunteered to assist in any way possible. We moved forward with the full support of the parish.

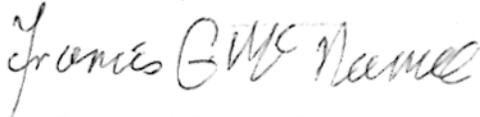
Mike Coates was very instrumental in planning and executing a campaign that more than exceeded our expectations. We had determined that based on our parish giving history, establishing a campaign goal of \$6,000,000, though aggressive, was achievable. Mike took this as a personal challenge, and established a sense of excitement throughout this parish community that was truly awesome. We received pledges totaling more than \$8,400,000, and have received more than \$3,200,000 in pledge payments within the first six months. This is quite an accomplishment under any circumstances. Much of this success is attributable to the hard work and dedication of Mike Coates.

Michael, please know that I am deeply grateful for everything Guidance in Giving and Mike Coates in particular have done for St. Peter Chanel. Your company's commitment to our success, and level of professionalism demonstrated during our campaign was greatly appreciated.

I also want you to know that we have begun construction of our permanent sanctuary as of March 19, 2007. We have scheduled our dedication Mass for the First Sunday of Advent, 2008. I will keep you posted on our building progress.

Please know that I will be happy to personally speak with anyone who may be considering the use of your services in the future. It has been a pleasure and I thank you again. Please keep this project in your prayers and be assured of mine.

Yours in Christ,

A handwritten signature in cursive script that reads "Francis G. McNamee". The signature is written in dark ink and is positioned below the typed name.

Very Reverend Francis G. McNamee, V.F.
Pastor



24 June 2007

Michael Cusack, President
Guidance In Giving, Inc.
225 Snedecor Avenue
Bayport, NY 11705

Dear Mike:

On behalf of the parish family of Transfiguration Catholic Church, I would like to express our gratitude to your staff for the work done here in Marietta, Georgia. I am very appreciative of the enthusiasm your employees brought to our church. Your Guidance In Giving (GIG) team- Darren Moore, Curtis Neuschaefer and Mike Coates, worked well together and always had a positive attitude for our project.

The Planning Study we conducted gave us clear objectives and a realistic set of expectations going into a capital campaign. Your firm's projections for Transfiguration were \$4-\$5 million in a pledge campaign and we are at \$4.5 million in the last week of our campaign. It is obvious that your company's knowledge of the Catholic Church comes from working closely with its clergy and people. You made many predictions and projections that were all accurate. And, you helped us address our parish family in a manner that complimented who we are as a faith community. As you know by now, Transfiguration is a unique and special place and GIG recognized that; crafting a plan that was tailored for our parish needs.

Because of the *Educate and Recreate* Campaign, we have enough pledged to proceed with final planning of a new parish facility that will meet the needs of our parish. This building will help us grow as a parish... as did the capital campaign. I attribute our success to the plan that was implemented so thoroughly and enthusiastically by Darren, Mike and Curtis, as well as our Building Committee core team of volunteers. This was truly a collaborative team effort between GIG and Transfiguration!

With this letter I wish to recommend the services of GIG to other parishes, lay leadership and pastors without hesitation. I would be more than happy to talk to prospective parish clients that might be considering undertaking such a capital campaign and contracting the services of GIG. On behalf of me and my wife, we were both pleased with the results of OUR Drive and your firm. Please feel free to contact me at any time at 404.307.2680, or mikemontel@comcast.net for a reference or additional thoughts on OUR Drive.

Sincerely,

Michael Monteleone
General Chairman
Educate and Recreate Campaign
Transfiguration Catholic Church