

CAMPAIGN FREQUENTLY ASKED QUESTIONS

WHAT IS THE CALLED TO SERVE AS CHRIST CAMPAIGN?

The *Called to Serve as Christ* campaign is an extraordinary opportunity for all to play a role in strengthening the Catholic Church in Western Washington. This campaign will focus on raising \$100 million to strengthen our priest pension and retirement medical plans, provide support to women religious serving or who have served in the Archdiocese of Seattle, and assist key efforts in our parishes. Parishioners will be asked to consider making a gift above and beyond their existing support for their parish and the Annual Catholic Appeal.

WHAT ARE THE GOALS OF THE CAMPAIGN?

\$100 million will accomplish the following:

\$55 million for priests

- \$40 million to change the priest pension plan from a pay-as-you-go model to one which uses income from investments to provide an adequate, modest pension for our priests.
- \$15 million to change the retired priest medical plan from a pay-as-you-go model to one using income from investments to provide quality care our senior priests require.

\$24 million for women religious

- Campaign funds given to religious orders will be used to meet the needs of their pension (retirement) and medical plans. Buttressing individual order's plans will allow them the financial freedom to focus on their critical mission work across Western Washington.
- Seven "Legacy" orders of women religious will each receive 1/8 of the women religious portion of the campaign needs. "Expanded Ministry" orders, those whose provincial headquarters are located outside of the Archdiocese but expanded their ministry to the Pacific Northwest, will receive the remaining 1/8 of the funds to distribute between themselves.
 - "Legacy" orders:
 - Adrian Dominican Sisters (Edmonds Dominican)
 - Dominican Sisters of Tacoma
 - Sisters of The Holy Names of Jesus And Mary
 - Sisters of Providence
 - Sisters of St. Benedict – St. Placid Priory, Lacey
 - Sisters of St. Francis of Philadelphia
 - Sisters of St. Joseph of Peace
 - "Expanded Ministry" orders:
 - Sisters of Charity of the Blessed Virgin Mary
 - Sisters of Notre Dame de Namur
 - Sisters of St. Mary of Oregon
 - NOTE: Additional orders may be included as information is received and participation is confirmed

\$15 million for parishes

- 15 percent of what is raised at each parish will be returned for specific needs they identify as the most appropriate way for their parish community to answer the "call to serve as Christ".

\$6 million to cover campaign costs such as professional counsel, travel, printing, postage, events and uncollected pledges.



**CALLED TO
SERVE *as* CHRIST**
— *A campaign for our* —
PRIESTS, SISTERS & FAMILY OF FAITH

WHAT IS MY PARISH GOAL FOR THE CAMPAIGN?

Parish goals are set by the Pastoral Leaders Committee based on 1.25 times the average annual offertory over three previous years at a parish. This is a goal, not a mandate. Parishes will not be billed for the difference if they do not achieve their goal provided they put forth a good faith effort to execute the archdiocesan campaign plan.

WHAT IS THE BENEFIT TO REACHING OUR GOAL?

The goals of this campaign are important to all Catholics in the Archdiocese of Seattle. Funds from this campaign will take care of our retired priests and women religious today and for future generations. In addition, it will reduce the parishes' financial burden of the "pay-as-you-go" model currently in place for the priest pension and retired priest medical plans.

Furthermore, the campaign will provide opportunities and resources which will directly benefit our parishes. The more funds a parish raises, the more funds it will keep. An amount equal to 15 percent (then 85 percent after reaching goal) of all money raised by a parish is returned to the parish. Those funds will be used to meet the "called to serve as Christ" theme in each parish.

HOW IS THIS CAMPAIGN DIFFERENT FROM THE ANNUAL CATHOLIC APPEAL?

The Annual Catholic Appeal funds the annual, ongoing needs of the archdiocese. The Appeal will continue to run during the campaign. The Called to Serve as Christ campaign will be an extraordinary effort and seek gifts beyond the Appeal and parish giving. The two efforts will be coordinated to avoid confusion and multiple mailings to your parishioners.

WHO IS BEING ASKED TO GIVE TO THIS CAMPAIGN?

Every Catholic family in the Archdiocese of Seattle will be invited to participate in the campaign. While we know the bulk of the funds raised for the campaign will come from individual donors, we will also approach foundations and corporations to seek their support. There may be memorial opportunities for donors to designate their gifts and honor their loved ones as well as possibilities for individuals and families to make planned gifts to strengthen our priests, women religious orders and parish ministries for years to come.

WHEN WILL THE CAMPAIGN BEGIN?

Before the campaign is publicly rolled out among the parishes, the Office of Stewardship and Development will conduct a months-long Prep Phase. This Prep Phase entails recruiting leadership, finalizing goals and preparing campaign materials. It will run through the end of 2017.

In early 2018, the campaign will have a Silent Phase, where it hopes to invite top donor prospects across the Archdiocese to participate before the campaign goes public.

The Silent Phase is followed by a Pilot Wave consisting of about 15 parishes during which campaign communications and processes will be tested. After the Pilot Wave, the remaining 160 parishes and missions are divided and run the campaign in three separate waves, with a public kickoff happening sometime in the third quarter of 2018. Each wave will take approximately six months with active fundraising activities happening in the second half of each wave.

HOW LONG WILL THE CAMPAIGN LAST?

Launching in early 2018, the campaign is scheduled to conclude in the fourth quarter of 2019.

HOW MUCH MONEY IS GOING TO THE ARCHDIOCESE?

None of the campaign money is going to fund Archdiocese of Seattle operations and administration. All campaign funds will be put toward the needs and priorities identified in the campaign case statement. The Archdiocese of Seattle has created a separate, non-profit entity to ensure accountability. This entity is served by a board of priests, women religious, and laity appointed by Archbishop Sartain.

WHAT WILL THE ARCHDIOCESE DO WITH GIFTS OVER AND ABOVE THE \$100 MILLION CAMPAIGN GOAL?

Should the campaign exceed its goal, the Archbishop and non-profit entity will use any excess, undesignated funds to support the area of greatest need within the campaign case. Campaign funds will not be used for purposes other than campaign costs and the goals noted in the campaign case.

HOW WILL THE CAMPAIGN DISTRIBUTE FUNDS SHOULD IT NOT REACH ITS GOAL OF \$100 MILLION RAISED?

Should the archdiocese raise less than its \$100 million goal, the campaign's costs will be first accounted for, then obligated parish shares will be distributed. The remaining funds will be distributed proportionally to the priest pension and retirement medical plans and women religious initiatives.

HOW WILL EACH INITIATIVE OF THE CAMPAIGN BE FUNDED AS GIFTS ARE RECEIVED?

The Archdiocese of Seattle will first account for campaign costs and parish share. The remaining goals will be funded proportionally thereafter.