

Two major fundraisers of diocese on track

by Sam Patet
The Prairie Catholic

NEW ULM – The Diocese of New Ulm’s “Christ our Life” Capital Campaign and its Diocesan Ministries Appeal (DMA) have achieved important milestones in recent weeks.

As of mid-December 2011, the capital campaign had raised approximately \$11 million, over two-thirds of its \$15 million goal. At the same time, the DMA had reached over 70 percent of its \$680,000 goal.

“I’m just very pleased with how things are going,” said Wayne Pelzel, director of the diocese’s Office of Development. “People have responded very positively.”

The end of November saw Bill Maloney, the Steier Group’s lead consultant on the capital campaign, complete his onsite work at the Pastoral Center. Pelzel and campaign administrator Steve Spilman will now take the lead in bringing the campaign to completion.

Maloney had worked at the Pastoral Center for 17 months, helping the diocese to organize the campaign, identifying potential major givers, and assisting a large number of parishes in training volunteers for in-home visits and conducting in-pew appeals.

A second consultant from the Steier Group, Corey O’Shaughnessy, did similar work for a different group of parishes from April to October of this year.

Maloney and O’Shaughnessy were both on hand to review the campaign’s successes at the final meeting of its executive committee on Nov. 22 at the Pastoral Center. They also provided the diocese with a Campaign Final Report, detailing various strategies the diocese could pursue to help ensure attaining its \$15 million goal. This will include launching a special Lenten mini-campaign in 2012.

Despite the fact that they’re no longer onsite, Pelzel said, “they’re only a phone call away, and we have the real option of calling those guys any time we want. ... Not only were they business partners with us, but they became friends in the process of working together.”

According to Pelzel, ten parishes have integrated their portion of this year’s DMA target into their capital campaign effort. As of mid-December, the DMA had raised \$503,000, less than \$200,000 away from its \$680,000 goal. “That’s a little behind where we were last year,” he said, “but the decrease hasn’t been as great as I thought it would be. Many of our parishes have already reached their goal.”