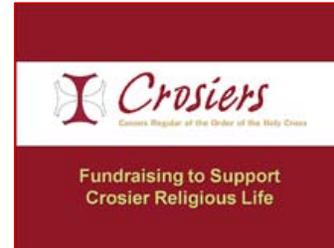


It's not about the money!

The Situation

The Crosier Fathers and Brothers are an 800-year-old, worldwide Catholic order with an international headquarters in Rome, Italy. The Order is organized into five Provinces located in Brazil, Democratic Republic of the Congo, Europe, Indonesia and the United States. Leadership of the Order recognized that changing internal dynamics along with cultural shifts in society are bringing new financial pressures. As a result, Leadership directed the Provinces “to establish and develop fundraising offices to generate new income to assure Crosier Religious Life in the worldwide Order.” They knew this effort would require a significant training initiative.



The international Crosier Order engaged Kostik Associates to create a five-day fundraising workshop to be presented in Rome by two Crosiers from the United States to Crosiers from all five Provinces.

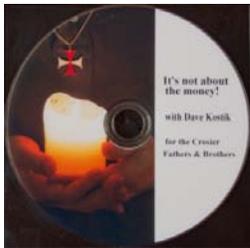
The purpose of the workshop was to prepare Crosiers from each Province to establish and develop fundraising offices to generate new income to assure Crosier Religious Life in the worldwide Order. The intent was that at the end of the workshop participants would:

- Understand why and agree that Crosiers need to engage in strategic fundraising efforts to support Crosier life
- Understand and accept their role as leaders in developing and implementing successful fundraising programs within their Province
- Know how to establish a Province fundraising office
- Have the basic administrative tools they need to establish and operate a Province fundraising office in a way that meets established policies
- Have created the framework for a Province fundraising plan and an approach to completing plan development and beginning implementation

The Approach

At the outset of the project, David Kostik met with the two Crosiers who would lead the workshop in Rome. We agreed on goals, objectives and the scope of the material to be covered.

Mr. Kostik developed the workshop curriculum that included a mix of lectures, storytelling, and interactive group exercises. The curriculum included examples from successful Crosier fundraising programs in the United States, and information about fundraising trends and practices in countries where each Province is located. He produced a PowerPoint presentation that would guide the workshop leaders and attendees through the curriculum. He developed a Participant Workbook that accompanied the presentation and contained material for all the group exercises. Mr. Kostik produced a 6-minute video – *It's not about the money!* – to kick-off the workshop by establishing the importance of relationship-building.



The Results

Crosier Leadership judged the fundraising workshop successful. As part of the workshop evaluation, participants shared what they learned. From their comments, it was clear that the expected outcomes were addressed successfully. The evaluations revealed that awareness has increased, the need is more clearly recognized and leadership publicly committed themselves to moving forward. All regions came up with next steps including the naming of Crosiers to participate, locations for offices, staffing and budgets.