



CAMPAIGN LEADERSHIP GUIDE

LEADERSHIP GUIDE OUTLINE

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1. INTRODUCTION

a) Overview of the Group Home Loan Fund

KOVAR's interest-free revolving home loan program has played a critical role in the construction of much-needed group homes for Virginians with Intellectual Disabilities (I.D.). Since 1994, over \$6,000,000 in interest-free loans through KOVAR's revolving home loan program have helped make it possible for 57 group homes to be established throughout Virginia. As loans are repaid, the funds are returned to the home loan program and used for the next loan. There is a tremendous unmet need for additional group homes for adults 18 years of age and older with I.D. in Virginia. Current estimates are that there are more than 10,000 Virginians with intellectual disabilities on a waiting list to enter a group home. Additionally, as the cost of housing has risen dramatically, so has the need for KOVAR's interest-free revolving home loan program for many different operating agencies.

b) Why The Enduring Love Campaign is Special

The *Enduring Love* Campaign builds on the tremendous efforts of KOVAR and the Knights of Columbus through the Commonwealth of Virginia over many decades. The structure and nature of this campaign is much more like a typical parish campaign which is probably familiar to almost all Knights. *Enduring Love* will not focus on usual fundraising activities. Instead, pledges and gifts for this very compelling cause will be invited directly through an efficient process that is described later in this manual. The Enduring Love Campaign is designed to be implemented one time by each local council and their affiliated parishes. It is possible that the campaign could be renewed in future years, but that is not the current plan for the Enduring Love Campaign. Contributions made to the campaign have an enduring nature in the way that they build the revolving loan fund loaned which keeps reinvesting itself in serving the ID community.

c) Campaign as a Catapult to Future Success

The Enduring Love Campaign will have a very positive ripple effect in future gifts made to KOVAR due to how it will secure increased levels of generosity from many current donors and engage many new donors. Those relationships are very likely lead to future increases in annual, major gifts, legacy gifts and grants. The experience itself will have a formative nature to it for all those who become involved. Additional gains are being made to develop internal capacity with the adoption of a donor database. The overall level of marketing communications is getting a major upgrade with a professional video and other pledge materials including a brochure, pledge envelope, and website improvements. Even for those who do not give to the campaign in the near term, the increased awareness of KOVAR and the group home loan program can lead to future generosity.

2. ORGANIZATION OF LOCAL COUNCIL/PARISH CAMPAIGNS

Five members from the KOVAR Board of Directors have stepped up to serve as the Campaign Core Team, the four listed below each taking the lead for one region and Vance Stewart, who has taken the lead for coordinating campaign operations and administration. Others have also played key leading roles such as Brian Ripple and Jay Hoffmeier. Additionally, a group of Knights have agreed to serve as members on one of the four Regional Teams.

All Grand Knights and KOVAR Coordinators were invited to an introductory statewide meeting on February 26th to learn about the campaign and how their Council can be a part of the Enduring Love Campaign. A set of additional orientation meetings have been organized regionally as follows:

- March 19 - NOVA/Tim Shea
- March 26 - Southwest/Tim Minnich (still needs to be confirmed)
- March 27 - Tidewater/Barry Holland
- April 3 - Central/Eddie Whitlock

Councils will determine if they implement the campaign in their Council and Parish(es) in the Spring or the Fall of 2025.

a) Establish Primary Contact

Every Council is asked to designate one point of contact for the Enduring Love Campaign. This could be the Grand Knight, KOVAR Coordinator, or another Knight who is willing to be the primary liaison with the overall KOVAR campaign leadership team and Greater Mission staff.

b) Recruit Team Leaders and Team Members

Invite members to volunteer in one of two teams:

1. TEAM Council Members & Parishes
2. TEAM Lead Gifts (\$10k+ Pledges from Individuals, Businesses, and Foundations)

3. CAMPAIGN PLAN FOR MEMBERS AND PARISHIONERS

The first key to campaign success is making many more people aware of the great need for group homes that served those with intellectual disabilities (ID); and the way that the KOVAR group home loan program provides hope to many parents who live with the constant fear that their intellectually disabled child will have no place to call home once they are no longer able or alive to take care of them. There are many people in our faith communities and friendship groups who have a heart for those with ID but do have no idea about this great mission of KOVAR and the Knights of Columbus.

The second key to campaign success is inviting pledges that are payable over a five-year period. This enables a pattern of giving to develop that adds up over the pledge period to wonderful total gifts. Pledge envelopes carry a range of pledge levels, acknowledging that people have differing abilities to give in line with their abilities.

5-YEAR PLEDGE LEVELS			
	Total	Year	Month
FAITH	\$50,000	\$10,000	\$834
	\$25,000	\$5,000	\$416
HOPE	\$10,000	\$2,000	\$167
	\$5,000	\$1,000	\$83
LOVE	\$3,000	\$600	\$50
	\$1,500	\$300	\$25

Below are the key elements of the *Enduring Love* Campaign plan to invite generosity from member Knights and from parishioners of parishes associated with each Council.

a) Pastor Meeting

The Grand Knight should meet with the Pastor to present the *Enduring Love* Campaign in order to ask for his blessing to conduct the campaign in either the Spring or the Fall, inviting the generosity of members and parishioners. A letter from the Clergy Coordinator to all pastors is available to share prior to the meeting. See Appendix. There is a campaign presentation document with the campaign video embedded in the Appendix that can be shared with the pastor in person or in advance.

b) Officers Meeting

Where available, the campaign should be discussed at the Officers' meeting in advance of the April or May Council meeting. The campaign presentation document and video can be shared and a specific schedule set for soliciting the generosity of members and parishioners.

c) Council Meeting

If the Council is implementing the campaign in the Spring, the plan and video should be presented to the members at the April or May Council meeting. Pledge Reply Envelopes will be made available in the quantities ordered to distribute to the members and parishioners.

d) Parish Weekend

The plans for the parish weekend include these possibilities:

- If the pastor permits, present the *Enduring Love* campaign at the end of Mass.
- If the pastor permits and the parish has video display boards, the video can be shown as part of the presentation.
- Reply Envelopes can be placed in the pews or handed out with bulletins. The Reply Envelope includes a link to the website and to the campaign video via QR Codes.
- Members can be available after Mass to answer questions.

e) Parish Email/Flocknote

In the week following the Parish Weekend, a link to the *Enduring Love* website can be sent from the parish via Flocknote or email. This will help get the word out to many more parishioners who did not attend church at the parish on the weekend.

4. CAMPAIGN PLAN FOR LEAD DONORS, BUSINESSES, AND FOUNDATIONS

Raising \$2 million to meet the campaign goal will require many gifts at lower levels and some large gifts. Below is a Gift Plan Scenario (GPS) that serves as a roadmap to winning the campaign. The GPS shows that some larger pledges from individuals, businesses and foundations will be important.

ENDURING LOVE: GIFT PLAN SCENARIO				
LOVE TIER				
Two Year Pledge Level	Amount Per Year		#/Lvl	TARGET TOTAL
\$200,000	\$40,000		1	\$200,000
\$100,000	\$20,000		2	\$200,000
\$50,000	\$10,000		4	\$200,000
		Tier Total	7	\$600,000
HOPE TIER				
Two Year Pledge Level	Amount Per Year		#/Lvl	Total/Lvl
\$25,000	\$5,000		8	\$200,000
\$15,000	\$3,000		12	\$180,000
\$10,000	\$2,000		25	\$250,000
		Tier Total	45	\$630,000
FAITH TIER				
Two Year Pledge Level	Amount Per Year	Amount Per Month	#/Lvl	Total/Lvl
\$5,000	\$1,000	\$83	50	\$250,000
\$3,000	\$600	\$50	80	\$240,000
\$1,500	\$300	\$25	150	\$225,000
Other			220	\$55,000
		Tier Total	500	\$770,000
		GRAND TOTALS	552	\$2,000,000

a) Approach to Lead Donors

There are members and parishioners who are blessed financially and able to make larger pledges ranging from \$1,000 to \$10,000 per year over the five-year period, adding up to pledges ranging from \$5,000 to \$50,000. Of course, some are capable of giving even larger pledges if they are moved.

b) Approach to Businesses

This team is encouraged to invite support from local and regional businesses as well as some national companies who have a local presence. These would typically be businesses that wither have a Catholic connection or that show an interest in supporting individuals with ID. Approaches can be made to the businesses using a sample letter that will be provided along with a brochure. If meetings can be scheduled to share the presentation and video, that would be ideal. A Pledge

Intention Form is available with a reply envelope to give to prospective donors. The *Enduring Love* Core Team is available to support the solicitation of businesses.

c) Approach to Foundations

The *Enduring Love* Core Team is curating a list of foundations that can be approached for grant funding. The role of the team is to help make connections with foundations in their area.

5. CAMPAIGN CREATIVE AND COLLATERAL

a) Video - there is an inspiring video that does a great job of telling the KOVAR story and presents the Enduring Love Campaign.

b) Presentation - There is a brief introduction to the campaign that includes the video imbedded in either a powerpoint or PDF format.

c) Website - <https://kovarva.org/enduringlove.html>

d) Brochure - see appendix

e) Pledge Envelope - To be distributed at all Council and Parish gatherings (see appendix).

f) Solicitation Letter - see appendix

g) Pledge Intention Form - designed for use with lead donors and businesses

h) FAQ - There are two QR Codes on the Reply Envelope - one links to the website. The other one links directly to the online giving portal.

6. ADMINISTRATION PLAN

a) Secure Processing of Pledge Envelopes -

7. APPENDIX

- a) Enduring Love Regional Teams
- b) Presentation
- c) Council Participation & Materials Order Form
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