

June 6, 1984

PROGRESS REPORT - FUND RAISING (March-June, 1984)

DEPT. OF FINANCE

1. The department is presently developing a volunteer organization for the Archbishop's Fund Campaign in the New England region with Boston as its base.

The Boston area was visited on May 9-11, 1984 for the following;

A. To meet with Fr. Mampre and Fr. Dajad to discuss the campaign and to gain their support of this project.

B. To meet with Mr. Robert Hagopian, Director of Corporate Relations of M.I.T. for his professional expertise on fund raising.

C. To meet with Barbara Tellalian, a professional fund raiser and public relations consultant, who is our key support person in Boston. We discussed project strategies and the New England region prospect list.

D. To meet with Fr. Mampre, Barbara Tellalian, Gerald Ajemian and Dr. Greg Adamian to discuss the campaign, its structure and the imperative need for its success.

Mr. Ajemian was selected by our support team as a candidate for the chairmanship of the New England Campaign and has graciously accepted with the probability of Dr. Greg Adamian assisting him.

In a recent discussion with Mr. Ajemian, it was stated that a group of potential organization members will be assembled within the next two-three weeks for a campaign meeting and presentation hosted by Mr. Ajemian, and planned by this department.

These members will be the cadre to visit prospects and also make their own pledge.
(meeting agenda and materials attached).

2. In addition to the above, we are seeking out candidates for the chairmanship of the New Jersey campaign which is planned for August/September.
3. A special letter was sent in May to the 30 donors who contributed \$1000.00 and more as Pacesetters during 1983. We have received 8 responses totaling \$7500.00 which is being credited to the Archbishop's Fund. (copy attached).

ARCHBISHOPS FUND RAISING CAMPAIGN

NEW ENGLAND AREA

MEETING AGENDA

I. The Diocesan Need

In order to ensure the financial obligations of the Diocese, a two phase program must be implemented as follows:

Short Range - To help meet the 1984 Annual Diocesan budget of \$1.5 Million as approved by the Annual Diocesan Assembly, the Department of Finance shall utilize the following techniques.

A. 3rd Annual Diocesan Appeal - Mail Campaign to Diocesan mailing list of 30,000 families requesting contributions in any denomination for the support of St. Vartan Armenian Cathedral and the Diocese.

B. 1984 Stewards' Program - Mail campaign to Diocesan mailing list of 30,000 families requesting a Stewards' contribution of \$500.00 for the support of St. Vartan Cathedral and the Diocese. Stewards shall be recognized by a special lapel pin and the inscription of their names in a permanent register to be located in the Cathedral. Since this is a new program, the mass mailing technique is being utilized in order to develop new prospects for this donor category (\$500.00).

C. Merchandise Sales - These are sales of merchandise such as furs, oriental rugs, etc., sponsored by the Diocese both at its NYC headquarters and through its parishes in the Diocese.

Long Range - To guarantee the future annual expenses of the expanding needs and programs of the Diocese, a plan has been developed to raise Five Million dollars over five (5) years whereby only the interest income would be used for these expenses.

II. Structure of New England Effort

The organization shall consist of 21 persons:

- 1 Chairman
- 4 Team Captains
- 16 Team Members
- 21 Persons-Total

Each shall visit approximately 5 prospects = 105 plus the 21 members = 126 prospects (minimum).

GOAL = TO VISIT 150 PROSPECTS INCLUDING ORGANIZATION MEMBERS

III. Campaign Method

To call on all prospects, and ask each to consider becoming a PACESETTER by a minimum pledge of \$1,000.00 per year for the next 5 years.

If a prospect pledges less than \$5,000 over the 5 year period he shall be classified as a PARTAKER and hopefully he will agree to payments of at least \$1,000.00 annually. (eg. in the case of a \$2,500 pledge, \$1,000 would be given for each of the 1st and 2nd years and \$500.00 for the 3rd). If a donor insists on payment of \$500 per year for 5 years toward his pledge of \$2,500 the gift will be accepted willingly.

IV. Job of Team Captain

- A) Make own personal commitment to the effort,
- B) Recruit four (4) team members,
- C) Bring team members to the Kickoff meeting,
- D) Assist team members in the selection of five (5) prospects, and also select five (5) as the Team Captain.
- E) Be certain team members contact prospects within the time schedule established.

V. Prospect List Development

- A) Review present list
- B) Add/delete to list and send to F.A. Stoneson for final preparation.
(final list at Kickoff)

VI. Job of the Team Member

- A) Make own commitment (preferably at the Kickoff or prior).
- B) Select five (5) prospects and contact them personally,
- C) Report prospect results on or before scheduled date,

VII. Sources for Prospective Team Members

- A) Your friends.
- B) Donor prospects (see list),

VIII. Time Schedule

- A) Team Captains should recruit five (5) team members by _____, 1984.
- B) Team Captains should bring five (5) team members to the Kickoff Meeting on _____, 1984.
- C) Team members should report results of prospect meetings by _____, 1984.

DIOCESE OF THE ARMENIAN CHURCH OF AMERICA

630 Second Avenue, New York, N.Y. 10016-4885 • (212) 686-0710

ARCHBISHOP'S FUND RAISING CAMPAIGN

Date _____

I wish to be a Pacesetter (\$5,000 and over) and Pledge \$ _____
 Partaker (\$4,999 - \$1,000)

Name _____ (Please Print)

Address _____

Phone (Business) _____

(Home) _____

Pledge payment will be made During the Current Year.
 During the Campaign Period.

(Payment Schedule)

1984 \$ _____

1985 \$ _____

1986 \$ _____

1987 \$ _____

1988 \$ _____

(Minimum Payments of 1,000.00 Yearly would be most appreciated)

_____ (signature)

4. A Stewardship campaign has been developed by a mailing to the entire Diocesan mailing list of 30,000 sent out on May 31, 1984. The mailing requested individuals to become Stewards of St. Vartan Armenian Cathedral and the Diocese through their pledge of \$500.00 during 1984 for support of various programs.

This is the first attempt for a mailing of this nature to be made on a mass level; hopefully it may accomplish new donor potential in this category of pledges which we have a definite need for. (mailing material attached).

5. The 3rd Annual Diocesan Appeal, which is for any donation amount, is ready and shall also be sent to the entire mailing list at the end of June in order not to conflict with the Stewardship Program mailing.
6. Fur Sales have been considered as a potential fund raiser for the Diocese. Five firms have been contacted with four refusals and awaiting response from the fifth.
7. Oriental rug sales have been scheduled for 7 parishes and the Diocese for the latter part of 1984. The Detroit parish completed a sale in mid May which according to current figures may net the Diocese approximately \$4000.00
8. A donor plaque shall be fabricated and installed in the lobby of Kavookjian Auditorium for the names of donors participating in the Archbishop's Fund during its 5 year campaign period. (1984-1989).

The plaque designed by an interior designer shall be approximately 14 1/2' long x 5' high.

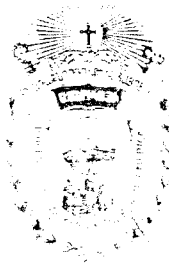
It shall have space for 456 Pacesetter names (donors of \$5,000. and over) and 1200 Partakers names (donors of \$4999-\$1000.).

It shall be made of a gloss black plexiglass backplate with bronze trim at the top and bottom.

Names shall be engraved on satin black anodized aluminum and letters will appear in an aluminum color.

The cost of this plaque shall be \$9300.00 and will be ready for installation during early September in time for the One World Festival.

We feel the installation of this donor plaque will give the Archbishop's Fund Campaign visibility and will help to increase our donor potential both in numbers and pledge amounts.



DIocese OF THE ARMENIAN CHURCH IN AMERICA 400 SPONGE AVENUE NEW YORK, N.Y. 10016-4885 (212) 697-1111

May, 1984

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Dear Mr. Gabrielian:

To be an Armenian is to possess many riches...these riches are comprised of our religion, heritage and culture.

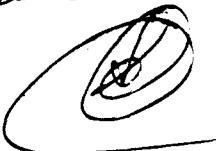
In order for us to maintain these riches we must strive to educate our young, inform our adults, assist our elders, and help prepare the men and women in our community to serve in the many roles required by the Armenian Church.

The task of preserving our riches is a challenging one and requires commitment which only, we as Armenians, can relate to.

In order to achieve our objective, the Diocese has the responsibility to fulfill a two-fold mission:

1. To nurture its people for the purpose of perpetuating our religion and culture.
2. To inspire knowledge in those areas essential for our progress and identity as Armenians living and growing in the American community.

This task can only be accomplished through the efforts of giving individuals who understand the importance of our mission. The many services performed for your Church and community have undoubtedly given you an insight that our most significant achievements are yet to be fulfilled.

Check enclosed for above.


Your continued support in 1984 for the Diocese and St. Vartan Cathedral may be satisfied by a pledge or donation of \$1,000.00 or more to the Archbishop's Fund Raising Campaign. This sum shall be placed in our Endowment Fund and only the annual interest will be used to implement and further the programs outlined in the enclosed Case Statement.

Donations will be acknowledged by the donor's name being inscribed on a permanent plaque located in the Cathedral Complex under the title of Pacesetters (\$5,000.00 and over) or Partakers (\$1,000.00 - 4,999.00). For further information please contact the Department of Finance.

Your past encouragement for our progress has been a great inspiration and we pray it shall continue.

Respectfully yours,

Frank Avakian Stoneson
Frank Avakian Stoneson
Finance Director

P.S. You shall receive a copy of our other fund raising appeals, which are being distributed to our entire mailing list throughout the country, to keep you informed of our additional efforts to raise funds.

Encl.

Mr. Gabrielian
Please support us now
so we may ensure our
bright future!
Frank

ARCHBISHOP'S FUND RAISING CAMPAIGN
CASE STATEMENT

The Diocese of the Armenian Church of America is the largest Diocese of our Church in the Diaspora, embracing nearly all of the continental United States. It is a powerful force in the lives of our faithful, linking us to our heritage, our liturgy, to all the parishes across the country, and to the other Dioceses in the world. By virtue of the location of its headquarters in New York City, the Diocese with its St. Vartan Cathedral is a symbol of the conspicuous and distinctive position Armenians have achieved in American society. Moreover, as a national and international entity, the Diocese links the 600,000 faithful in a fellowship with the more than 5,000,000 other Armenians in the world. Through its work, the Diocese is also the source for programs and services that are unique. For instance, the Diocese provides and directs our priests -- who are the heart of the parish. The Diocese also helps to provide Armenians with the strength needed to perpetuate our heritage. Diocesan representatives maintain a constant exchange of ideas with the priests and their parishioners and direct the resources of the Church to their needs. Through its diversity of functions, which are not available from any other source, the Diocese ministers daily to the spiritual needs of the faithful and through its parishes is the focal point for our cultural and religious values.

A profile, including 1984 budgeted expenses, on some of the current and proposed Diocesan services and their impact on the Armenian community are as follows:

1. St. Vartan Cathedral - \$100,000

The Armenian Cathedral beloved of the faithful as well as the non-Armenian community affirms an ancient and hardy faith. As a living symbol of our people and their beliefs, this edifice must be meticulously maintained and properly adorned at all times for the many visitors who pass through its threshold daily to experience the wealth and beauty of our being.

2. Clergy Recruitment and Education - \$60,000

In order to alleviate the immediate need of a lack of clergy in our Diocese a department must be developed which shall enable us to seek out candidates who may be trained and educated to fill the clerical positions readily available in our parishes now and in the future.

3. Armenian Church Youth Organizations and Ministry - \$80,000

This program oversees Junior and Senior youth programs designed to prepare our youth for leadership roles in our church and communities, and most importantly to provide us with trained personnel and resources which shall enable us to teach our youth their responsibility to perpetuate the Armenian religion, culture and heritage with hope and pride.

4. Religious Education Department - \$50,000

This department exists to enhance the educational offerings in our parishes for youth and adults by incorporating the tradition of the Armenian Church with basic Christian teachings. The department's work encompasses curriculum development, teacher training, publishing and providing textbooks, publishing a monthly bulletin for superintendents and teachers.

5. Language Lab & Resource Center - \$50,000

This department coordinates and publishes textbooks, publications, exhibits dramatic presentations and other cultural programs in the Armenian language. Its main function is the training of teachers and the preparation of curriculum for the various grade levels of the parish Armenian language schools.

The curriculum and textbooks prepared by this department are used throughout the various Armenian language schools in the U.S. and abroad.

6. Public Relations and Communications Department - \$100,000

This information center disseminates information of importance to the Armenian and non-Armenian community creating a positive identity for our church and people through our activities.

In addition the Diocese publishes its monthly newspaper BEMA reaching 30,000 households with an estimated readership of 100,000 addressing issues and concerns affecting our 600,000 faithful in the U.S.

7. Social Services Program - \$10,000

The goal of the Diocese is to establish a variety of programs offering a hospital referral and visitation program, a network of Armenian professionals in the legal and medical fields to assist those Armenians in need, either free or for a nominal fee; and information service concerning government Social Security, Medicare, other Medical programs, and benefits available from the other various government agencies.

The primary groups to be assisted shall include senior citizens, displaced persons from abroad and those in need of financial assistance.

8. St. Vartan Camp Program - \$5,000

This program offers boys and girls aged 8-15 the opportunity to come together during the summer months for fun and instruction in an environment which shall help them to cultivate the awareness of our Armenian values and culture.

9. Church Choirs - \$5,000

The Diocese maintains a comprehensive program to preserve the liturgical traditions of our Church, and also publishes hymnals and sheet music for the Churches.

Further, the Association of Armenian Church Choirs of America sponsors a program to train Choir directors, organists and Deacons.

10. Ecumenical Relations Department - \$10,000

Participation of Diocesan representatives in events, activities and organizations promoting worldwide Christian Unity and cooperation through means of conferences and seminars with members of other religious faiths, thereby assuring a continuous dialogue.

11. The Cathedral Museum - \$100,000

A formal museum is planned to exhibit the pre-eminent collection of items depicting the arts and traditions of Armenian culture and heritage.



DIOCESE OF THE ARMENIAN CHURCH OF AMERICA 630 SECOND AVENUE, NEW YORK, N.Y. 10016-4885 212 686-0710

May, 1984

Dear Friend:

To be an Armenian is to possess many riches...these riches are comprised of our religion, heritage and culture.

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The task of preserving our riches is a challenging one and requires commitment which only, we as Armenians, can relate to.

In order to achieve our objective, St. Vartan Armenian Cathedral and the Diocese have the responsibility to fulfill a two-fold mission:

1. To nurture its people for the purpose of perpetuating our religion and culture.
2. To inspire knowledge in those areas essential for our progress and identity as Armenians living and growing in the American community.

This task can only be accomplished through the efforts of giving individuals such as you who understand the importance of our mission.

We appeal to you for your support as a 1984 Steward of St. Vartan Armenian Cathedral and the Diocese by a pledge or donation of **\$500.00**. Your service as a Steward allows you to practice the systematic and proportionate giving of your resources back to God, giver of all good.

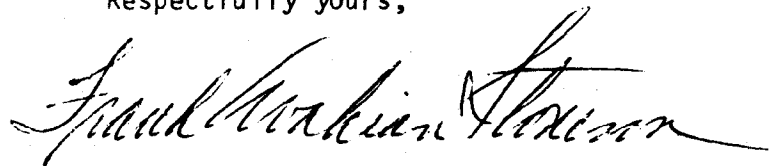
This donation of \$500.00 shall be used to implement and further the programs outlined in the enclosed Case Statement.

Stewards shall be acknowledged by having their names inscribed in a permanent register to be placed in the St. Vartan Armenian Cathedral narthex, and with the presentation of a special lapel pin signifying their service.

Please remember your participation as a Steward shall help us to provide our children and the generations to come with the riches we possess.

We pray for your support.

Respectfully yours,

A handwritten signature in cursive script, reading "Frank Avakian Stoneson". The signature is written in dark ink and is positioned above the printed name and title.

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Finance Director

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STEWARDS' PROGRAM CASE STATEMENT

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DIOCESE OF THE ARMENIAN CHURCH OF AMERICA

630 Second Avenue, New York, N.Y. 10016-4885 • (212) 686-0710

1984 STEWARDS' PROGRAM

I wish to be a Steward of St. Vartan Armenian Cathedral and the Diocese
by my pledge of \$500.00.

Name _____ *(Please Print)*
Address _____ Phone *(Business)* _____
_____ *(Home)* _____

I enclose \$ _____ for my Stewards' pledge:

If there is a balance due it shall be sent by _____ *(date)*

Please send my Stewards' Lapel pin and inscribe the above name in the Stewards' register).



DIOCESE OF THE ARMENIAN CHURCH OF AMERICA, 630 SECOND AVENUE, NEW YORK, N.Y. 10016-4885 212 686-0710

Archbishop Torkom Manoogian, Primate

May, 1984

Dear Friend:

St. Vartan Cathedral, at its central location on the East Side of Manhattan in New York City, was the first Armenian Cathedral to be consecrated in North America, and in 1984 we are proud to be celebrating its sixteenth year of existence.

This magnificent structure, with its glittering, cross-topped golden dome, belongs to ALL Armenians, not just to those in its area.

Many of you generously supported the building of our Cathedral in 1967. What we have built subsequently has grown steadily and positively, coinciding with the revolution in American society that has resulted in part in an increased seeking of ethnic identity. There has been a reawakening to the need for basic values that are even more necessary to us as human beings than material needs. We, as Armenian-Americans, have the double advantage of being both part of American life, and of having a strong and viable ethnic identity.

The Cathedral and the Diocesan Headquarters, with the Primate's Office and various religious and educational departments, form the Cathedral complex. This complex is the nerve-center that links our individual churches together, that constantly supports, advises and directs the parishes under its jurisdiction. Thereby, it nourishes and protects the typical Armenian spirit of survival against all odds that is nothing less than the human spirit itself.

The development of St. Vartan Cathedral was accomplished with YOUR sacrifices - of money, of time, of effort, of spirit; the building of our religion, heritage, and cultural tradition was accomplished over centuries by the much heavier sacrifices our ancestors made; tragedies and almost unbearable losses of which we are all only too familiar. Because we as Armenians are among the first group of mankind who understood Jesus of Nazareth, our love for Him has submitted our people to martyrdom for many centuries. Though our parents and grandparents paid the ultimate price in their blood, sweat and tears, our task now is only to keep alive the spirit that has sustained us all this time. Now that we, in America, have achieved such material benefits, we must not discount the importance of nourishing the spiritual side of our lives.

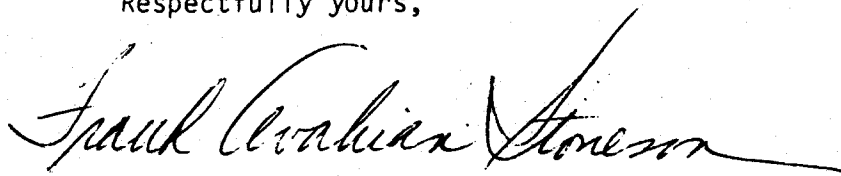
This year, St. Vartan Cathedral is instituting its Third Annual Appeal, following both Martyrs' Day on April 24, on which we honor the memories of those men, women and children who died for their beliefs, and the 16th Anniversary of the Consecration of our Cathedral. To continue to survive and to grow, St. Vartan Cathedral needs your continued support and sacrifice!

St. Vartan Cathedral is an example that can be pointed to with pride as a continuing monument to the respect with which we hold our past traditions and ongoing deeply felt and lived values. As a spiritual, cultural and social center for the Armenian people, St. Vartan Cathedral and the Diocese are inextricably combined to form our single most important resource for the promulgation of Armenian religion, language, culture, history and tradition.

The Cathedral is the inspirational symbol of our achievements and a shining beacon of our future. It belongs to you, to your ancestors, to your children, and to theirs.

Remember - this is YOUR St. Vartan Cathedral! So let us all join together now and make the Third Annual Appeal an enormous success!

Respectfully yours,

A handwritten signature in cursive script, reading "Frank Avakian Stoneson". The signature is written in dark ink and is positioned above the typed name and title.

Frank Avakian Stoneson
Finance Director

P.S. We want very much to take this opportunity to invite you to visit St. Vartan Cathedral the next time you are in New York City.

FAS:mb

DIOCESE OF THE ARMENIAN CHURCH OF AMERICA

630 SECOND AVENUE, NEW YORK, N.Y. 10016-4885 212 686-0710

THIRD ANNUAL DIOCESAN APPEAL

My pledge for 1984 will be \$ _____.

I enclose \$ _____ of this pledge now and if there is a
balance due-it shall be sent by _____ (date).

Name _____

Address _____

Phone _____

Please make checks payable to Diocese of the Armenian Church of America. All
gifts are tax-deductible. Receipt will be sent upon request for contributions
under \$25.

3X5 RETURN CARD (SAMPLE)



DIOCESE OF THE ARMENIAN CHURCH OF AMERICA, 630 SECOND AVENUE, NEW YORK, N.Y. 10016-4885 212 686-0710

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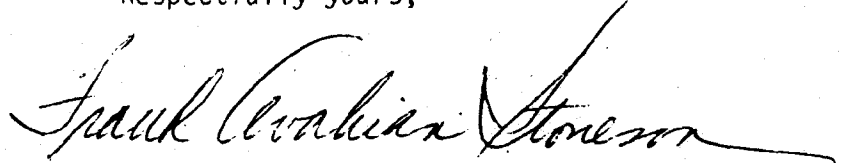
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3x5 RETURN CARD (SAMPLE)