

ARCHBISHOP'S FUND CAMPAIGN  
E. MARDIGIAN MEETING - THURSDAY SEPT. 19, 1985

M I N U T E S  
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Attending were:

His Eminence Archbishop Torkom Manoogian ✓  
V. Rev. Fr. Khajag Barsamian  
Mr. Edward Mardigian —  
Mr. Suren Fesjian —  
Mr. Richard Abajian —  
Mr. George Dabagian —  
Mr. Edward Bashian —  
Mr. Jon Simonian —  
Col. Victor Arzoomanian —  
Mr. Frank Avakian Stoneson —

Not present were:

Mr. Martin Apkarian X  
Mr. Gerald Ajemian —  
Dr. Gregory Adamian —  
Mr. Peter Sarmanian —  
Mrs. Barbara Tellalian —  
Mr. Ralph Darian —  
Mr. Set Momjian —  
V. Rev. Fr. Houssig Bagdasian —  
Mr. Charles Talanian X

The meeting was called to order by His Eminence Archbishop Torkom Manoogian with a prayer at 6.30 PM in H-Hall at Diocesan Headquarters.

The Primate requested Frank Avakian Stoneson, Finance Director, to outline the main points of the agenda which were as follows:

- A. Diocesan Objectives
- B. Campaign Goals
- C. Campaign Plan
- D. Timetable for the Campaign Process
- E. Publicity
- F. Communication Network

Mr. Stoneson emphasized that a key purpose of the meeting was to also;

- a. Select a National Chairman,
- b. Introduce and collectively meet with Regional Chairmen,
- c. Compile a list of candidates for Regional Chairmen in areas without appointments.

Mr. George Dabagian, Co-Chairman of the New Jersey region, stressed the importance of goal setting and defining of objectives, especially concerning the utilization of funds and whether they are for a long or short term purpose. Mr. Dabagian also mentioned the need to publicize the purposes for which funds were being raised. He offered to donate the printing of a publicity brochure depicting these key purposes.

Mr. Stoneson is to meet with an advertising firm next week to discuss the design of a brochure to be used nationwide for this campaign. Mr. Dabagian offered to be present at the meeting to offer his expertise. The brochure will publicize Diocesan programs which affect the religious and cultural education of our youth such as:

- a. Department of Religious Education (Sunday School)
- b. Armenian Language Lab (Armenian School)
- c. Armenian Church Youth Organization (ACYOA Juniors)
- d. Armenian Church Youth Organization (ACYOA Seniors)

The campaign goal is to raise \$5 Million in 5 years and invest the principal in the Armenian Church Endowment Fund with the annual interest earned to be used for the operating expenses of the four key programs listed.

The question was raised as to whether this meeting was to discuss a new fund raising campaign or an existing one; and to explain what fund raising campaigns currently are in effect from the Diocese. It was clarified that this meeting was not for a new campaign, but for the Archbishop's Fund conceived in 1984 for the long term needs of the Diocese. The only other campaign in effect, to meet the short term needs of the Diocese, is the Diocesan Annual Appeal. It consists of a mail campaign to 26,000 households requesting donations in any amount to be applied to the annual budget. In order to streamline our fund raising appeals and eliminate duplication, the names of approximately 500 prospects for the Archbishop's Fund Campaign have been removed from the Diocesan Annual Appeal mailing list. These people will only be approached once; and that is for a large donation.

Mr. Suren Fesjian recommended that the Archbishop's Fund Campaign be geared toward the elimination of any deficits in the annual Diocesan budget. He felt a budget freeze for the coming year would favorably affect the success of the campaign and stimulate participation of some large donors who felt uncertain about current business conditions.

Mr. Mardigian stated he has also talked to many people throughout the Diocese about Diocesan fund raising plans with a negative response from them, due to the Diocese continually having a deficit.

It was pointed out that this fact was not so, since there has not been a deficit since 1981.

Mr. Jon Simonian, Finance Committee Member, felt the economy was stable enough to discuss increased spending especially in the area of vital programs affecting our youth. He also felt people were more receptive to giving for expanding programs rather than deficit budgets; and as in business, we should diversify our thinking and develop new sources for raising revenue to compensate for changing situations. Mr. Richard Abajian, Co-Chairman of New Jersey region, agreed and added that the campaign should be geared toward attracting new donors.

It was again stated that the campaign plan must achieve certain things:

- a. To select a National Chairman and
- b. To assist the National Chairman, must select a special-projects person(s) who will develop sources for large gifts.
- c. To develop a volunteer organization in each strategic area consisting of a chairman and at least twenty members.
- c. Each region to develop a list of 150+ prospects to pledge a minimum of \$1000.00 per year for five years (5-year pledge minimum of (\$5000.00)). Names of all contributors will be engraved on a plaque located in the Cathedral complex upon completion of their pledge.

It was unanimously agreed to appoint Mr. Edward Mardigian the National Chairman of the Archbishop's Fund because of his reputation throughout the Diocese as a well respected community leader and philanthropist.

Mr. Mardigian graciously agreed to accept the appointment, but stated that he needs a working plan, a list of all the regional chairman and team captains who would be doing the ground work, as well as knowledge of the fund raising potential of each region. He was pleased to hear some of the groundwork already established and to receive the organization chart showing the various positions in the campaign structure.

The general feeling of some of those present was to emphasize the positive rather than the negative aspects of the Diocesan budget and expenditures, in fact to publicize that the Diocese has been doing well.

Mr. Stoneson was requested to act as a liaison between the Diocese and the campaign chairman and to coordinate all efforts of the campaign.

Mr. Fesjian was asked to become the New York Regional Chairman but declined due to his busy schedule and involvement as treasurer of the Armenian Church Endowment Fund. He committed himself to the campaign and assisting the National Chairman, while also providing names of candidates for New York regional chairmen.

It was suggested that Mr. Ralph Darian, New York State Scout Executive for the Boy Scouts of America, attend the next meeting. Mr. Darian is a member of the Diocesan Finance Committee and has developed the campaign plan for the Archbishop's Fund.

It was suggested that a professional be consulted for the publicity to be released in this campaign, especially in the area concerning the Diocesan budget.

Mr. Mardigian requested Mr. Stoneson to meet with him as soon as possible to outline plans and actions.

The meeting was adjourned at 8.30 pm.