

FINANCE DEPARTMENT
PROGRESS REPORT OF
1986 FUND RAISING ACTIVITIES

I. DIOCESAN ANNUAL APPEAL

A general mail appeal to the entire Diocesan mailing list excluding approximately 500 names which are large donor prospects.

It is our aim to develop this appeal to become a key source of annual revenue from the Armenian community.

The growth of this appeal shall be based on:

- (1) Enrichment of the mailing list.
- (2) Securing the professional services of an ad firm to create the appeal letters.
- (3) Prioritize the mailing list from the use of a census letter.
- (4) Send two (2) appeal letters in 1986 - June/September
- (5) Cost of appeal letters = \$ 5-6000.- x 2
Cost of census letter = \$ 2,000.-
Miscellaneous = \$ 1,000.-

- Approx total cost = \$15,000.-
- (6) Projected 1986 gross income = \$50,000.- (2 letters)
Actual 1985 gross income = \$37,000.- (2 letters)
Actual 1984 gross income = \$14,000.- (1 letter)
[Plus Stewards' letter = \$12,500.- (1 letter)]
Actual 1983 gross income = \$20,000.- (1 letter)
Actual 1982 gross income = \$20,000.- (1 letter)

II. ARCHBISHOP'S FUND

| | |
|--------------------|---|
| A. Current pledges | =\$182,500.- |
| Received | =\$ 86,000.- |
| Interest | =\$ 3,743.- |
| | <hr style="width: 20%; margin-left: 100px;"/> |
| | \$ 89,743.- |
| Expenses | =\$ 15,300.- |
| | <hr style="width: 20%; margin-left: 100px;"/> |
| | \$ 74,443.- (Restricted Fund) |

B. Campaign Regions and activities:

1. New Jersey:
 Co-Chairman = Richard Abajian
 E. George Dabagian
 Team Captain prospects (List attached)
 Goal (5 years) = \$ 1 Million

First campaign rally to obtain team captain (leaders) involvement scheduled for Thursday June 26th at Sheraton Hotel, Hasbrouck Heights, New Jersey.

Letter of invitation - attached
Campaign brochure - attached

Campaign period to extend to September 15, 1986 with solicitation of 200+ prospects.

2. New York:
Chairman = Suren Fesjian
Team Captain prospects (list attached)
Goal (5 years) = \$750,000.-

First campaign rally scheduled for July/August 1986.

3. New England:
Chairman = Gerald Ajemian
Team Captain prospects (list attached)
Goal (5 years) = \$ 1 Million

First campaign rally scheduled for August 1986.

4. Midwest:
Chairman = Haig Pedian
Team Captain prospects (list attached)
Goal (5 years) = \$ 1 Million

First campaign rally scheduled for September/October 1986.

III. ORIENTAL RUG SALE

- A. February/March 1986 - 10 day rug sale at Diocesan headquarters = \$ 97,000.- approximate net profit (includes \$10,000.- rental charge to Center Management).
- B. September 1986 - 10 day rug sale at Diocesan headquarters = \$75,000.- projected net profit.
- C. Parish rug sales initiated by Finance Department - \$20,000.- projected share of sales.

IV. FUR SALE

- A. September 1986 - 4 day fur sale at Diocesan headquarters = \$35,000.- minimum projected net profit. (\$300,000 gross sales with \$50,000 gross profit to Diocese less \$15,000 Diocesan share of expenses).

V. JEWELRY SALE

- A. October 1986 - 3 day jewelry sale at Diocesan headquarters = \$40,000.-
minimum projected net profit. (\$250,000 gross sales with \$60,000
gross profit to Diocese less \$20,000 Diocesan share of expenses.)

May 16, 1986