

ARCHBISHOP'S FUND CAMPAIGN  
FOR  
(DAY) DIOCESAN ARMENIAN YOUTH

INTRODUCTION

To help the Diocese meet its financial obligation and maintain a predictable income for budget control in four (4) specific areas, the Archbishop's Fund for DAY has been developed. The goal of this campaign is to raise \$5 Million over a five-year period, to be invested in the Armenian Church Endowment Fund, with the interest income to create an operating fund for key DAY (Diocesan Armenian Youth) programs:

- Department of Religious Education
- Armenian Language Lab and Resource Center
- ACYOA Junior Division
- ACYOA Senior Division

The intent is to campaign for individual pledges in selected geographical areas of the Diocese. Although pledges will be made for a 5-year period, payment will be made in annual installments.

The success of the campaign will enable the Diocese to renew and strengthen its mission at a time of great challenge and opportunity.

CAMPAIGN STRUCTURE

150 + Prospects

- 1+ Campaign Chairman - recruit 4+ Team Captains
- 4+ Team Captains - each recruit 4+ Team Members
- 16+ Team Members - each solicit 5-6+ Prospects

CATEGORIES OF GIVING

PACESETTER - Minimum pledge of \$1000.00 per year for five years -  
Total 5-year pledge minimum of \$5000.00

The names of all contributors will be engraved on a permanent plaque located in the Cathedral Complex upon completion of their total pledge.

TIME SCHEDULE

- Minus 60 days - Recruit Chairman
- Minus 45 days - Recruit Team Captains
- Minus 30 days - Meet with Chairman and Team Captains
  - outline plan
  - evaluate potential prospects
  - determine goal
  - make commitment
- Minus 15 days - Recruit Team Members
- 0 days - Kick Off
  - outline plan
  - make commitment
  - choose prospect cards
- Plus 14 days - Celebration: Campaign complete
  - Team Captains and Members report

PUBLICITY

1. Announcement of campaign and ongoing publicity to appear in Armenian newspapers and BEMA, the official publication of the Diocese.
2. A permanent plaque located in the Cathedral Complex with engraved names of all contributors who have participated in the campaign.