

October 25, 2000

To: Mr. Haig Dadourian
Mr. Kevork Hovnanian

From: George Kassis

I am forwarding to you, per request of Serpazan, the attached paper entitled "Fundraising for the 1700 Anniversary Celebration".

Serpazan would like to have a teleconference on this matter, preferably tomorrow, Thursday either at 2 or 3 or 4 p.m. Kindly advise Ms. Mary Berberian your preference so she can arrange to set up the teleconference call.

Fundraising for the 1700 Anniversary Celebration

The 1700 Anniversary Celebration offers an extraordinary possibility to solidify the financial foundation of the Diocese. We have the opportunity to raise anywhere between five and ten million dollars in the next seven months. Likewise, we need an extraordinary structure to take advantage of this opportunity.

I suggest that I work directly with the Primate to:

- guide the work of the 1700 fundraising committee and follow up on decisions taken
- develop the 1700 Anniversary Celebration fundraising plan
- develop strategies, and timetable
- develop marketing materials
- develop outreach strategies to major donors, including recognition levels and privileges
- coordinate implementation of major donor solicitations
- involve the clergy and parishes as major stake holders
- organize and implement direct marketing campaigns
- Ensure appropriate recognition and follow-up of pledges and donations

Additionally, I suggest:

1. The Diocese appoint an events manager who would be responsible for and accountable for the events planned for the 1700 anniversary celebration, including the activities of the 1700 Steering Committee, and the various committees responsible for the different aspects of the celebration, including: opening ceremonies, the Memorial Day Week-End, concerts, and closing ceremonies; this person would report to the Primate and the Chairman of the 1700 Anniversary celebration.
2. The Programs Coordinator at the Diocese take responsibility for all matters related to the various programs being put together by the program departments and church organizations, including the putting together and updating of the Guidebook for Parishes.
3. The Administrator of the Diocese take responsibility for all administrative aspects of the 1700 Anniversary Celebration, including preparation of stationary, printing and distribution of materials, production and distribution of banners and lanterns, negotiations with the parks.
4. The Director, Public Relations, temporarily take over the responsibilities of The Armenian Church magazine, the layout of books and pamphlets for the 1700 Anniversary Celebration. Together with Ms. Joyce Matz, they would handle all public relations and communications aspects of the 1700 Anniversary Celebration.

With this structure in place we will be best able to capitalize on this rare opportunity to go from survival to revival. I look forward to discussing this structure with Your Eminence, Mr. Hovnanian and Mr. Dadourian.




DIOCESE OF THE ARMENIAN CHURCH OF AMERICA
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Archbishop Khajag Barsamian, Primate

To: Archbishop Khajag Barsamian, Mr. Michael Haratunian, Mr. Alex Dadourian, Mr. Halg Dadourian, Very Rev. Fr. Daniel Findikyan, Mr. Mark Gabrellian, Mr. James Kalustian, and Mrs. Ani Kasparian

CC: Mr. Richard Soultanian and Mrs. Shoghag Hovanesian

From: George Kassiss 

Re: 1700th Anniversary Fundraising Committee Meeting

Date: October 25, 2000

The next meeting of the 1700th Anniversary Fundraising Committee is scheduled for Friday, November 17, 2000, 2:00 pm, the Tahlij, at the Diocese of the Armenian Church, 630 Second Avenue, New York City. Please contact Ms. Anahid Piloyan at the Diocese at 212-686-0710, Ext. 20 to advise of your attendance or if you wish to be connected by teleconference. The agenda will be forwarded to you in due course.

1700 Anniversary Fundraising Committee Meeting Minutes
Tuesday, October 24, 2000, 10:30 a.m.

Attendance: H. E. Archbishop Khajag Barsamian, Fr. Daniel Findikyan, Mr. Michael Haratunian, Mr. George Kassis, Mr. Richard Soutanian and (via telephone) Mrs. Shoghag Hovanessian

Structure of the Armenian Spiritual Leadership Fund: Fr. Daniel Findikyan mentioned that the words "Leadership and Programs" are cliché, and other presentation should be more powerful. Goals should be better defined. Specify what we are going to do with the funds. Raise awareness.

Special programs should be created, how is St. Nersess going to empower local leadership. Fr. Daniel will setup initiatives and proposals to be reviewed with Mr. Richard Soutanian for a conference call on November 14 at 3:00 p.m (new clergy, continuing education, graduate degrees, room and board, summer programs, etc.).

The New Clergy Leadership Fund may read: The St. Nersess Fund for new Clergy for the Eastern Diocese.

The Clergy Leadership Fund should be separate from the Lay Leadership Fund. Define goals of both Funds and be more specific.

Overall Fund Raising Strategy: Mr. Soutanian suggested mass mailing start the beginning of next year and will be divided into 4 mailings, which will include brochures (new logo to be e-mailed to Richard Soutanian), envelopes, etc.

Solicitation of Major Donors: personal meetings with major donors. Have approached 2 people from the targeted major donor list very successfully.

Organization of the Armenian Spiritual Leadership Fund: George Kassis will get in touch with Mr. K. Hovnanian to decide who will be the focal point for fundraising at the Diocesan level.

Next Meeting: November 17th at 2:00 p.m. in the Tahlj of the Armenian Diocese.

The meeting adjourned at 3:30 p.m.