

April 1, 1986

Mr. Edward Mardigian
13920 East Ten Mile Road
Warren, Michigan 48089

Dear Mr. Mardigian:

Enclosed please find copies of pertinent information which you requested during our last phone conversation.

Kindly call me upon receiving this material so we may discuss content.

Respectfully yours,

Frank Avakian Stoneson
Director of Finance

FAS/ak

Encl.



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

Archbishop Torkom Manoogian, Primate

October 8, 1985

Dear

Enclosed please find a copy of the minutes for the September 19, 1985 meeting to which Mr. Edward Mardigian invited your participation.

This meeting was held to discuss the Archbishop's Fund which is a fund raising program to help the Diocese meet its financial needs; primarily in areas pertaining to the religious and cultural education of our youth.

We can not sufficiently stress the importance of this effort and the need for your involvement.

Further contact shall be made to advise you of plans being developed.

Respectfully yours,

Frank Avakian Stoneson
Director of Finance

FAS/ak

Encl.

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
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

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.

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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.

ARCHBISHOP'S FUND
"PAGESSETTERS" - PLEDGE

•	ALICE KANDOKTIAN	5000
•	ROBERT BUCHAKIAN	9000
•	HAILE TASHJIAN	10000
•	E. GEORGE DABAGIAN	5000
•	MARY BEDROSIAN	5000
•	ANDREW SHAHINIAN	5000
•	EDWARD BASHIAN	5000
•	RICHARD ADATIAN	5000
•	MICHAEL KEHYANIAN	5000
•	ZAVEN DADKIAN	5000
•	LEILA KACHAGHESIAN	6000
•	LOIS SHAKARIAN	5000
•	JOHN ASADOURIAN	5000
•	GREGORY SMAYDARIAN	5000
•	RICHARD SMAYDARIAN	5000
•	JON D. SIMONIAN	5000
•	RUPEN L. SADDLER	5000
•	NAZAR NAZARIAN	6000
•	ZAROOHI STEVENS	10000
1	SAMUEL GUEKJIAN	6000
2	ISAHAK APRATHAMIAN	6000
3	SAMUEL GABRIELIAN	5000
	JAMES DERDECIAN	5000
4	TACHOUMIE AYVAZIAN	5000
5	EVEREK-FENESE SOCIETY	5000
6	SUREN FESJIAN	5000
7	ALICE KHAULIJIAN	5000
8	MICHAEL HALEBIAN	5000
9	PAUL DER BOUGOSIAN	5000
10	SIRAN BLEDTIAN	6000
11	ANGELE KRAKUKIAN	5000
12	HATEIAN/CHIKUNIAN	5000
		179000

PARTAKERS

	ANGEL KAKOUCIAN	
	YERANICK IPTIAN	1000
	TELFETAN FUND FOR	1500
	KATHARINE KAZARIAN	1000
	TOTAL	3500

NEW YORK REGION

SUREN FESJIAN

-

CHAIRMAN

*\$ 3/4 MILLION
(5yr. goal)*

TEAM CAPTAIN PROSPECTS

1. VAROUJAN ASLANYAN
2. MARY BEDROSIAN
3. MRS. EDWARD CHAPIAN
4. EDWARD DORIAN
5. SAMUEL GABRIELIAN
6. ANTREAS GHAZAROSIAN
7. LUCY JAMAKORDZIAN
8. HARRY KELESHIAN
9. STEVE MERJANIAN
10. DR. NIKIT ORDJANIAN
11. JON SIMONIAN
12. MELIK TOKATLIAN
13. MARDOONI VAHRADIAN
14. MICHAEL VAHRADIAN
15. ARA YARDUM

NEW JERSEY REGION

- \$ 1 Million
(5yr. goal)

RICHARD ABAJIAN
E. GEORGE DABAGIAN

CO-CHAIRMEN

TEAM CAPTAIN PROSPECTS

1. HAROLD AZMELIAN
2. GEORGE BARD
3. EDWARD BASHIAN
4. JOSEPH BASRALIAN
5. KAREKIN BEDROSIAN
6. ROBERT BUCHAKIAN
7. DR. ROBERT DORIAN
8. SARKIS GABRELLIAN
9. GEORGE KACHAJIAN
10. RONALD KENDERIAN
11. GARBIS KIRIKIAN
12. ARA MARTAYAN
13. DR. HAROUT MEKHJIAN
14. NAZAR NAZARIAN
15. VAY NAJARIAN
16. ANTRANIG SHAHINIAN
17. JOSEPH TOPJIAN

NEW ENGLAND REGION

- \$1 Million
(5 yr. goal)

GERALD AJEMIAN

- CHAIRMAN

TEAM CAPTAIN PROSPECTS

1. DR. GREGORY ADAMIAN
2. DR. PAUL BARSAM
3. GERALD BOGHOSIAN
4. DAN DORIAN
5. WALTER GULESERIAN
6. JAMES HEKIMIAN
7. ANN HINTLIAN (Mrs. Deran)
8. EDWARD ISKANDARIAN
9. EDWARD KAZANJIAN
10. DR. NISHAN KECHEJIAN
11. GREGORY KOLLIGIAN
12. DR. MICHAEL KOLLIGIAN
13. ANN NAHIGIAN (Mrs.)
14. BRUCE OHANIAN
15. PETER SARMANIAN
16. IRA STEPANIAN
15. PETER ZEYTOONJIAN

MIDWEST REGION

HAIG PEDIAN

-

CHAIRMAN

*\$ 1 MILLION
(5 yr. goal)*

TEAM CAPTAIN PROSPECTS

1. ROSE AKGULIAN
2. MARTIN APKARIAN
3. SARKIS BOYAJIAN
4. DR. HRATCH DOUMANIAN
5. KEGHAM GIRAGOSIAN
6. DR. HRATCH HITIK
7. RAFFI & VICKI HOVANESSIAN
8. NISHAN HOPLAMAZIAN
9. PAUL IPJIAN
10. GEORGE MARIFIAN, ESQ.
11. GEORGE NAHABEDIAN
12. GEORGE STEVOFF
13. HARRY TERZIAN
14. WALTER VARTAN

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

A G E N D A
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- * **A. Diocesan Objectives:**
1. To meet the financial obligation of the Diocese and maintain a predictable income for effective budget control.
 2. To ensure positive growth of major Diocesan programs which affect the religious and cultural education of our youth such as:
 - a. Department of Religious Education (Sunday Church School)
 - b. Armenian Language Lab (Armenian School)
 - c. Armenian Church Youth Organization (ACYOA) Juniors
 - d. Armenian Church Youth Organization (ACYOA) Seniors
- B. Campaign Goals:**
1. To raise \$5 Million in five (5) years
 2. To invest principal of \$5 Million in the Armenian Church Endowment Fund to guarantee an annual interest income for operating expenses of major Diocesan programs specified.
- C. Campaign Plan**
1. To select a national chairman
 2. To appoint a special-projects person(s) who shall assist the national chairman in developing sources for large gifts.
 3. To develop a volunteer organization in each strategic area of the Diocese comprised of a chairman and at least twenty (20) members.
 4. Each region shall develop a list of 150+ prospects who have the potential to pledge a minimum of \$1000.00 per year for 5 years - 5 year pledge minimum of \$5000.00.

5. To engrave the names of all contributors on a permanent plaque located in the Cathedral complex upon completion of their total pledge.
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- D. To establish timetables for the campaign process.
 - E. Publicity
 - F. Communication network

ARCHBISHOP'S FUND CAMPAIGN

REGIONAL AREAS

KEY

NEW YORK	(ALL NEW YORK STATE)
NEW JERSEY	(ALL NEW JERSEY STATE)
NEW ENGLAND	(CT., MASS., R.I., N.H., ME., AND VT.)
MID WEST	(WISC., MI., ILL., OH., AND IND.)

OTHER

MID ATLANTIC	(PA., VA., WASH. DC.)
SOUTH	(FLORIDA AND SURROUNDING STATES)
SOUTHWEST	(TEXAS AND SURROUNDING STATES)