



Diocese of Greensburg: \$55 Million for the Future

Faced with a triple threat from a worsening economy, high unemployment and a declining population, the Diocese of Greensburg in southwestern Pennsylvania embarked upon a strategic planning process in 2005 to secure its future. Bishop Lawrence E. Brandt, J.C.D., Ph.D. led the effort over the next three years, which included listening sessions at individual parishes involving clergy and more than 9,000 lay leaders from the Diocese's four counties.

From those grassroots discussions emerged a clear plan forward—one that included the difficult decision to close and combine parishes, but that also identified the Diocese's greatest needs.

The Diocese of Greensburg called upon Graham-Pelton to assure those needs were met and in September 2009 launched a capital and endowment campaign, Today's Challenge ~ Tomorrow's Hope. Truly, it was aptly named, as the response to the Diocese's challenges made way for an enormously hopeful future. The 21-month campaign not only met its \$45 million fundraising target, but exceeded its goal to reach \$55 million.

“I want to express my deep gratitude to the Graham-Pelton team that worked so diligently in the field to create the splendid success we achieved together, despite the fact that we worked in an economic environment which was the worst since the Great Depression.” - Bishop Lawrence E. Brandt, J.C.D., Ph.D.

In all, more than 21,000 gifts were made to the campaign despite it being conducted in the teeth of the late-2000s recession. Graham-Pelton professionals partnered with campaign leaders for several months in advance, including pastors and 2,500 volunteers, and prepared them for the prayerful discussions that ensued to promulgate Diocesan priorities.

Parishioners maintained their contributions to the annual Diocesan Lenten Appeal, which achieved its \$3.5 million goal each of the years it overlapped with Today's Challenge ~ Tomorrow's Hope. And less than one year into campaign pledge fulfillment, the Catholic Foundation for the Diocese of Greensburg has received more than \$23 million in payments.

Graham-Pelton congratulates the Diocese of Greensburg on this extraordinary achievement, which has strengthened the health and vitality of its faith community for decades to come.



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