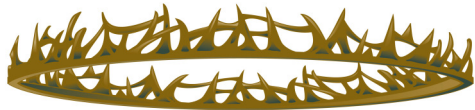


CHRIST THE KING CATHEDRAL



SPECIAL EDITION NEWSLETTER OCTOBER 2010

LETTER FROM THE BISHOP

Dear Parishioners of Christ the King Cathedral,

In 2006, the Diocese of Lubbock launched “*The Love of Christ Compels Us*” Capital Stewardship Campaign. This successful campaign was concluded in 2009, and I want to thank you personally.

The Campaign resulted in the initiation of many worthwhile projects around the Diocese. However, none were as noteworthy as the projects initiated here at Christ the King Cathedral. The generosity of our parish community was overwhelming and allowed the establishment of the Early Childhood Development Center, the Parish Activity Center, and the majestic Bell Tower and renovation of the Adoration Chapel. Generosity from additional sources allowed us to also build a new school library and an additional wing of classrooms for Christ the King Cathedral School.

Now, the leadership of the Cathedral community has stepped forward in an ambitious effort to conduct another capital campaign to raise enough pledges to pay off early the debt for the new construction. This new campaign is called “*PrAY IT OFF*” and has a goal of \$5 million. When successful, this effort will allow over \$1,500,000 in what would have been future interest payments to remain in our parish community to fund parish community and outreach ministries.

I want to assure you that I whole heartedly approve of this new campaign and that I will be supporting it with my own personal pledge and sacrifice. I am asking each of you to give prayerful consideration to how you may help us in making this new campaign successful. Just recall the same prayerful motivation you already learned in “*The Love of Christ Compels Us*” theme. Your generosity will be rewarded with holiness.

I pray that this initiative will be successful as I entrust it to Mary, the Mother of Christ the King, and our Mother

Sincerely yours in Christ,

Most Rev. Plácido Rodríguez, CMF
Bishop of Lubbock

THE ROAD WE HAVE TRAVELED

The “Vision 20/20” – Improvement in Sight”

We would like to take this opportunity to provide some background for new members of our parish family and to update the entire parish regarding the status of the infrastructure projects which our parishioners identified as the priorities for our parish.

Our parish founded our Development Council in 2002 and the volunteers serving you have been meeting monthly to lay the ground work and build the infrastructure necessary to sustain a successful development strategy for our parish. We labeled our look to the future “Vision 20/20-Improvement in Sight” and had the objective of building a vision of what our parish community might look like in the year 2020.

In late 2004 and early 2005, through a series of meetings and several polls taken across the entire parish community a list of perceived needs were developed. With the involvement of the entire parish the perceived needs were confirmed and/or revised and the final list was identified and then prioritized by our parishioners to be:

1. Larger activity center for youth group and parish use
2. Additional meeting space for community outreach, adult education facilities, etc.
3. Church library for availability of bibles, spiritual books, videos, tapes, CDs, etc.
4. School library
5. Day care facility providing day care during the work week
6. Additional classrooms for the school
7. Completing our Daily Adoration Chapel
8. Improve facilities for our choirs
9. Complete the bell/church tower
10. Additional gym facilities for use by the parish and/or school

The “Love of Christ Compels Us” Campaign

In the Fall of 2005 the Diocese of Lubbock announced it would be conducting a capital campaign across the entire diocese. After a parish fulfilled its Diocesan Catholic Appeal assessment for 2006, 30% of the funds pledged and collected would be used by the Diocese for its identified capital needs and 70% would remain with the parish for its identified capital needs.

With the priorities identified earlier in the year, a package was developed and presented to our parishioners that had the objective to raise the required capital to initiate the building of the Family Activity Center, the Early Childhood Development Center and the Bell Tower. The response from our parish community was very positive and these projects were chosen as our objectives for the campaign.

We entered and progressed through the campaign with a focus on “prayerful consideration”, each of us asking God what role he had for us to accept in contributing to the success of the campaign. We had over a hundred volunteers who saw their role as being part of a communication network to solicit prayer requests from our parishioners and to keep them informed of events

involving the campaign. We had a half dozen families open their homes for “Home Gatherings” to provide a forum to discuss the campaign and give prayerful consideration as a group. We had several people volunteer to assist in our programs to involve our children and to begin to educate them, by example, in the responsibility of stewardship. We had volunteers who spoke at our Masses about their personal interpretation and demonstration of stewardship.

The consultants running the campaign for the Diocese of Lubbock set two objectives for each parish. The first objective they called the “Leadership Challenge Point,” which represented an amount which we should reach after the leadership of our parish set an example of sacrificial commitment for the rest of us. That Leadership Challenge Point they set for us was **\$800,000**. The second objective they called the “Celebration Point”, which represented the point crossed if we moved beyond the expected and give not only more than the average but have more people than average giving; it would be the result of having exceeded their expectations with a truly exceptional sacrificial response. The “Celebration Point” was set for us at **\$1,200,000**. After some pledges were removed from the original numbers for lack of fulfillment, we stand today with the total pledges from our parish community being **\$2,293,184** of which \$129,703 has yet to be collected.

After the DCA for 2006 was deducted the portion of the pledges available to our parish to initiate our projects was **\$1,441,454**.

Milestones Passed and Directions Mapped

Given the tremendous success of the campaign and based upon the comments received from donors during the campaign, the original plans were redrawn to fit with the funds pledged, and with the approval of our finance committee and the Diocese of Lubbock our parish launched the construction of the Family Activity Center and Early Childhood Development Center complex and the completion of the Bell Tower.

Unexpected, during this period of amazing stewardship, through the generous gifts of some individuals and the Sisters of Saint Joseph, we have also been able to build the new school library and a new wing of classrooms.

All told, we consider that 95% of the priorities our parishioners expressed as priorities in 2005 are today in place.

As the three year pledge period for the campaign came to a close we looked again to the future and sought the counsel of our parishioners to determine if we had indeed taken the right direction on the road for our parish and in what direction should we go in the future. We could see the results in our parish. The Early Childhood Development Center was full with a waiting list. The youth program was growing. The school enrollment at all levels was growing. There were 17 events booked at the Family Activity Center during the first 8 months of 2010. We were able to accommodate the requirements for meeting rooms and so we have seen the growth of and the participation in our various ministries at Christ the King Cathedral to be at an all time high.

A number of “Friends and Visions” gatherings were held to help determine if we needed a course correction and to determine our priorities as we look toward the future. We heard many ideas and the consensus was of these gatherings were that we should (1)take pride in what we do have and look for ways we can leverage what we have to improve our Parish community, (2) to maintain a focus to strengthen our families,

(3) to increase the involvement of more individuals, (4) to improve our sense of community by increasing the number and ways of home gatherings, (5) to continue to stress prayer by our Parish community, (6) to continue to expand our offering of outreach programs, (7) to embrace our role as a cathedral with a spirit of service, (8) to demonstrate a priority to manage long term debt, (9) to think BIG...consider paying off our debt rather than paying down our debt, and (10) to stress that every gift of time, talent and treasure is significant and important regardless of the size...continuing our recognition of equal sacrifice not equal gifts.

The “PrAY IT OFF: 5 In 5” Campaign

Given the direction expressed by our parishioners, we are launching the “PrAY IT OFF: 5 In 5” capital stewardship campaign. The campaign is the result of months of analysis, discussion, planning and preparation. The objective of the campaign is perhaps not as exciting as our previous campaign but it none the less has the potential to have a tremendous impact on the future of our parish. Rather than continuing to make monthly payments to retire our capital debt over the remaining years of our 20 year mortgage, we would like to retire all of the capital debt of Christ the King Cathedral parish in 5 years. To achieve that objective will require the pledging of \$5,000,000 over the five year period, beginning March 1, 2011. When successful, the campaign will retire the cap[ital debt for our parish, church and school, and will result in over \$1,500,000 staying in our pockets rather than being paid to the banks in interest payments. There are several frequently asked questions and answers and chats and lists in the remainder of this newsletter, which we hope will clarify the campaign details and provide information as each of us prayerfully consider what our role should be in contributing to the success of this campaign.

Below is a chart which illustrates the power of Monthly Sacrificial Gifts.

Monthly	Annually	5 - Year Total
4,166.67	50,000	250,000
2,083.33	25,000	125,000
1,000.00	12,000	60,000
333.33	4,000	20,000
208.33	2,000	10,000
125.00	1,500	7,500
83.33	1,000	5,000
66.67	800	4,000
50.00	600	3,000
41.67	500	2,500

FREQUENTLY ASKED QUESTIONS

Does the debt to be retired include debt attributable to the school?

Yes, the objective is to retire all of the capital debt of the parish community, of which the school is a vital component. We are including that portion of the school debt which is not already covered by pledges made from various donors outside of our parish community.

What percentage of the parish community responded in the last campaign?

In our last campaign we had participation by approximately 40% of our parish community. Our goal in this campaign is to achieve the participation of 60% of our parish community. That means we are striving to convince 200 additional families to pledge to the campaign. To this end, we are asking that you not only participate again yourself but that you also encourage others to participate.

Will the pledge period be the same?

In consideration of the amount of the goal, we have also decided that it would be appropriate to extend the time to fulfill a pledge from the normal 3 years to 5 years. The amount of the goal, \$5,000,000, and the length of the pledge period, 5 years, resulted in the second part of the tag line for our campaign...”5 in 5”.

Is this goal realistic?

If we take the actual annual amount received from our previous campaign and project that amount over a 5 year period would result in \$3,600,000. So, if everyone who gave in the last campaign gives the same amount annually but for 5 years, we will raise \$3,600,000. That is a lot of money but it still leaves us short of our goal by \$1,500,000 or 40% short.

How will we be able to make up 40% to reach our goal?

One way would be for each of us who gave in the last campaign to give 40% more each year above the amount we gave each year in the last campaign. Some of our parish community may be able to do that and in fact some have committed to do that and more; however, we do not see that as a realistic option for many of us.

A second way would be for us to achieve the involvement of 40% more of our parish community. Assuming each would give the average amount annually as the parishioners did who participated in the last campaign, which was \$1,300 per year, we will need approximately 200 additional families to participate in this campaign.

We believe the goal is achievable and the difference will be made up somewhere between these two options, along with the participation of some sources outside the parish.

Is this a diocesan wide campaign?

No, this is a campaign for Christ the King Cathedral and all of the funds pledged will be used to retire our parish debt.

Why don't we ask people outside of our parish to help?

We will be asking people outside of Christ the King Cathedral to participate. The facilities we built are used also for diocesan wide events and the school serves the entire diocesan and Lubbock community.

Does the Bishop approve of our campaign?

Yes, Bishop Rodriguez approves of the campaign and has committed to make his own pledge. In fact, he has encouraged us to contact others outside of the parish community.

Does the campaign pledge also include my DCA pledge?

No, this is a pledge to retire the capital debt of our parish. The parish and diocese are separate entities and, like each of us, has the need for three kinds of money. The first need is for daily operations to pay for things like utilities, insurance, fuel, medical, school tuition and so on. The second need is for long term commitments, like our mortgage payment or car payments. The third need is for the future, like our

contributions to our retirement plans or future college expense for our children.

This campaign is about the second kind of need for our parish. Our parish and the diocese will still have to meet the need for the first kind of money, that is, to meet day to day expenses.

Why is someone always asking for money?

We are asked because there are needs to be met or the opportunity to achieve something desirable for the parish. In the case of this campaign, we are going to pay for the construction of the projects we prioritized. We can do that by staying on the course currently set for us, which is a 20 year mortgage, with periodic requests for help over the next 20 years. Or we could choose to retire the debt early by making one ask for a commitment over 5 years, ultimately leaving more money in our pockets to help with daily expenses.

Is this the last capital campaign we will ever have?

We can not say we will never have another capital campaign. We can say there are no plans for additional capital projects between now and 2020. However, we do not know what the future holds and if this campaign falls below what is required, it is possible that we will have another campaign sometime in the future.

With the economic conditions, it doesn't seem a good time to have a campaign?

The economic conditions are difficult; more so for some than others. However, we also know that as times improve it is likely that the mortgage rate we currently have, which could only be locked in for five years, will likely increase making our monthly payment higher. We are only asking our parishioners to pledge the amount with which, after prayerful consideration, they believe is right for them. It is about equal sacrifice not equal gifts.

DONOR RECOGNITION EXPLANATION

Given the success of “The Love of Christ Compels Us” campaign stewardship campaign, it was the desire to recognize the donors from our parish community in some way other than the standard plaques on the wall. Through the generosity of some donors an art piece was created and for now is on display in the gathering space. The overall concept was that of building blocks. The top block is composed of remnants from the studio, Berg Studios, which designed and built the stained glass windows in our worship space and in the Adoration Chapel. The top block will also display plaques about the previous campaign, as well as, about the “PrAY IT OFF: 5 In 5” capital stewardship campaign. The second tier or block incorporates marble to commemorate the marble used in the original altar in the Cathedral and will display the names of the donors from “The Love of Christ Compels Us” campaign stewardship campaign. Following the “PrAY IT OFF: 5 IN 5” capital stewardship campaign, a third tier or block will be added and will display the names of the donors from that campaign. The oak used in the construction is of the type and stain as our pews in the Cathedral and displays the craftsmanship of Vigotes and Pete Gonzales.

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Campaign Overview

1. Primary objective is to PrAY off debt from previous campaign projects in 5 years rather than 20 years.
2. The goal to be pledged is \$5,000,000.
3. The pledge period will be 5 years.
4. Goal to increase family involvement (donors) from 589 in last campaign to 800 families.
5. Increase Home Gatherings from 7 in last campaign to 18.
6. 100% stays with CTKC Parish, no fund raising fees.

Campaign Calendar

09/08/10 Orientation Meeting for Parish Leadership
10/19/10 First Advance Commitment Personal Visits
10/23/10 Announce Campaign to Parish Community
12/20/10 Advance Commitment Personal Visits Completed
02/12/11 Stewardship Talks by Campaign Leadership
02/14/11 First Home Gatherings
02/19/11 Stewardship Talks by Parishioners
02/24/11 Last Home Gatherings
02/26/11 Homily Commitment Event
03/26/11 Celebration Weekend

"WE COUNT OUR BLESSINGS"

Jesus, we praise you, we love you, we honor you in your most Holy presence, in our Blessed Sacrament Chapel. May our love for the Eucharist grow within us. Lead the hearts of our parishioners to your most Sacred Heart. Influenced with the fire of your love we seek nothing but your greater glory and Salvation of Souls.

Jesus, we humbly bless and thank you, for the Early Childhood Development Center and Christ the King Cathedral School. You said, "Let the children come to me." You laid hands on them and blessed them. We want to bring up our children in the Catholic faith environment. Jesus, we thank you for our Family Activity Center to strengthen our family bonds and to support our broken homes. In these difficult times bless our youth and our teens in purity of mind and heart.

Lord, as we start this "PrAY IT OFF" campaign, help all of us to spiritually discern to be most generous and kind. When we give, we are giving to you Lord. The more we know you, the more we love you!

May this campaign provide the best ministries to our families, children and grandchildren. Jesus, as we believe in the Power of your Holy Name, may we receive your most abundant blessings.

Mary, Queen of Heaven, pray for our parish family.
Amen.

