

St. Michael Church

Louisville, Kentucky

Explosive growth at St. Michael Church helped parish leaders realize it was time to embark on a building expansion project. “We not only wanted to expand our worship space,” explained David Miles, the campaign chair, “we also wanted to expand our recreational and educational space. We knew we weren’t professional fundraisers, and much of our parish’s future was at stake based on our ability to raise money. We needed help.”

“I’ve been involved in several of the parish’s campaigns,” Miles said, “many of which we managed ourselves, and one of which was managed by a company other than The Covenant Group. For this particular campaign, because of its size and importance, we needed to hire the best. The archdiocese gave us several people to interview, and based on all of those interviews, The Covenant Group was the obvious choice for us.”

“Dr. Moisan, Dr. Rothwell and The Covenant Group team are experienced, very professional, and extremely dedicated to what they do,” Miles said. “I knew they were a first class group of people when we hired them to help with our campaign. They had a good plan and a very structured plan. They were absolutely the best group for the task at hand.”

Father Gary Davis, the pastor of St. Michael Church, realized that The Covenant Group stood apart from companies like it. “The staff at The Covenant Group never told us what we needed to do without listening to us first. They came in and asked us about our priorities. They clearly brought us the necessary experience and knowledge, but it was focused on what they learned as a result of their truly listening to us.”

“They were extremely cooperative and patient,” Father Davis added. “I can recall many times when I likened their patience to Job. If our staff or volunteers asked them the same question twenty times, they took the time to answer that question each time until everything was understood. If they weren’t there in person, and we had a question or concern, it took one phone call to have it addressed.”

The original goal the leaders discussed was \$1.6 million, but The Covenant Group encouraged them to put all phases (\$5.1 million) in front of the parish. To date, St Michael Church has raised nearly \$3.5 million. “I never felt we were capable of reaching the full \$5.1 million, but I certainly didn’t object to shooting for more,” said Fr. Davis. “I felt that reaching the \$3 million marker would be a huge success, and we have already exceeded that.”

David Miles explained: “They spent a lot of time organizing and training the key players, and they provided sample letters Father Gary would need to send out. All of the information we needed was available to us, and the path they provided us was very well structured.”

“We amazed ourselves at what we were able to do,” Father Davis said. “The Covenant Group really pushed us to succeed in our campaign. They helped us structure a plan, they helped us call forth volunteers, and they counseled us every step of the way so that we would be successful. Having their counsel really benefited us. They gave us direction, encouragement and a wealth of information that we wouldn’t have otherwise had. I’ve already talked to several other priests about using The Covenant Group in their fundraising campaigns. I know they will always be our first choice in future campaigns. If it weren’t for The Covenant Group’s expertise, we would not have been able to raise this much money.”