



ST. JOSEPH CATHOLIC CHURCH
- DEDICATED 2024 -



Institute for School & Parish Development

ADVANCING MISSION WITH CONFIDENCE

**THE NATION'S LEADING PARTNER FOR
CATHOLIC SCHOOLS, PARISHES & DIOCESES**

ispdconsulting.com



A MESSAGE FROM OUR FOUNDER

In 37 years, the processes have evolved. The mission has never changed.

When I founded ISPD in 1989, Catholic schools and parishes were navigating real uncertainty. Enrollment pressures, aging facilities, sustainable funding — these weren't new problems, but the urgency was growing. What was missing wasn't good intentions. Catholic communities have always had those.

What was missing was structure, strategy, and a partner who understood both the mission and the mechanics. ISPD was built to be that partner.

Thirty-seven years later, we have **partnered directly with more than 500** Catholic schools, parishes, and dioceses — guiding 120 capital campaigns and raising nearly \$1 billion — while **reaching more than 7,000** through our coaching, workshops, and Summer Development School.

That track record was not built by one person. It was built by a team of men and women who share a common conviction: that Catholic institutions are among the most important communities in American life, and that they deserve the very best.

That team is what I am most proud of. The associates who carry ISPD's work forward bring deep expertise, genuine faith, and the kind of practical wisdom that only comes from years of walking alongside schools and parishes in real moments of challenge and growth.

They are not generalists. They are Catholic leaders who happen to be exceptional consultants.

What drives all of us is the same conviction: sustainable institutions are not built on transactions. They are built on belonging. Belonging leads to believing, and believing leads to investing — in time, in talent, and in treasure. Our job is to help you build that culture.

The challenges today are more complex than ever — enrollment, staffing, technology, and generational shifts in giving. They demand real solutions, not generic consulting dressed in Catholic language. That is why we keep evolving: investing in our team, refining our process, and building new tools like ISPD Compass, our AI assistant trained on nearly four decades of Catholic institutional knowledge.

We are not the firm we were in 1989 — and that is exactly the point. The mission that called us then calls us still, but the way we serve it keeps getting sharper. The pages that follow tell that story. I hope you see yourself in them.

FRANK DONALDSON
Founder & President

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WHERE ARE YOU IN **YOUR STORY?**

ISPD MEETS YOU WHERE YOU ARE — AND HELPS YOU BUILD WHAT'S NEXT.

Every Catholic community has a story in progress. Some are building for the first time. Others are strengthening what's already working. A few are ready for something transformational. Whatever chapter you're in, ISPD brings the expertise, the processes, and the mission-driven partnership to help you move forward with confidence.

IF YOU'RE ESTABLISHING FOUNDATIONS...

You have the mission. ISPD helps you build the systems, the relationships, and the culture of belonging that make it sustainable.

IF YOU'RE STRENGTHENING WHAT'S WORKING...

Good momentum deserves great systems. ISPD helps you optimize what's working and build what's missing — so your community grows with intention, not by accident.

IF YOU'RE PURSUING TRANSFORMATION...

The vision is clear. ISPD helps you build the capacity, the confidence, and the community support to make it real.

ISPD has walked alongside Catholic institutions at every stage of this journey — from launching first efforts to refining sophisticated systems to achieving transformational goals. We don't offer piecemeal fixes. We build operational vitality.

ABOUT US

The Institute for School and Parish Development (ISPD) is a national consulting, coaching, and educational firm working exclusively with Catholic institutions. Since 1989, we have served Catholic schools, parishes, and (arch) dioceses by helping them build effective processes, engaged communities, and sustainable cultures that allow their mission and vision to come alive.

We are not generalists who serve Catholic clients. We are Catholic leaders who serve the Church. That distinction shapes everything about how we work.



**NOT
CONSULTANTS.
MISSION
COMPANIONS**



Who we are

ISPD's associates bring more than 300 combined years of experience as superintendents, principals, development directors, enrollment managers, and parish leaders. We have lived the challenges you face — and we know what works.



Our mission

Bringing people, process, and ministry together to help build the Kingdom of God.



Our values

We believe belonging leads to believing. Development is not a transaction — it is an invitation. People give to missions they trust, causes they belong to, and communities where they feel known. Every ISPD process is built on this truth.



Our Expertise

ISPD is the nation's leading provider of Operational Vitality solutions for Catholic schools, parishes, and (arch)dioceses. Our continuously refined methodology pairs time-tested principles with innovative tools — including the ISPD Compass, our AI assistant built on nearly four decades of Catholic institutional knowledge — so the communities we serve don't just survive the moment. They're built to lead what comes next.



COMPREHENSIVE SUPPORT FOR CATHOLIC COMMUNITIES



BUILD A SUSTAINABLE MISSION



At ISPD, we don't offer piecemeal fixes. We build operational vitality — the sustainable systems, healthy cultures, and clear processes that allow Catholic schools, parishes and (arch)dioceses to advance their mission with confidence.

Operational vitality is what separates Catholic communities that thrive from those that merely survive — and building it has never demanded more. Shifting demographics, generational changes in giving, and the rise of AI are rewriting the rules. ISPD pairs 37 years of proven methodology with new tools like ISPD Compass to make sure the communities we serve aren't just ready for what's next. They're built to lead it.

True operational vitality requires integration across seven key areas:

- Financial Stewardship
- Strategic Planning
- Resource Management
- Innovation & Adaptation
- Mission Alignment
- Effective Communications
- Visionary Leadership

HOW ISPD ENSURES OPERATIONAL VITALITY



SUSTAINABLE FINANCIAL STEWARDSHIP

Sustainable revenue systems that honor relationships and invite generosity, not pressure or guilt-based giving.

We Strengthen Financial Stewardship through: Annual Funds • Development Offices • Capital Campaigns • Major Gift Development • Total Parish Stewardship

| 120 capital campaigns. 95%+ success rate. Nearly \$1 billion raised.



TRANSFORMATIONAL STRATEGIC PLANNING

Mission-driven direction that creates alignment, guides decisions, and outlasts leadership transitions.

We Facilitate Strategic Planning That Works: Collaborative processes • Hundreds of Stakeholders Engaged • Plans that get implemented • Vision beyond crisis.

| 135 strategic plans for Catholic schools. 45 for parishes. 14 for dioceses.



EFFECTIVE RESOURCE MANAGEMENT

Clear governance, efficient operations, and intentional enrollment systems that serve mission rather than react to crisis.

We Clarify Resource Management: Enrollment as ministry • Board formation • Governance clarity • Role definition • Operational assessments

| 85+ enrollment and governance initiatives supported nationwide



AUTHENTIC MISSION ALIGNMENT

Every operational decision flows from and serves the Catholic mission—ensuring culture drives results, not the reverse.

We Ensure Mission Alignment: Development as ministry • Catholic-exclusive focus • Practitioner-led team • Processes that build belonging

| 37+ years serving Catholic communities exclusively. Nothing else. Ever.



COURAGEOUS INNOVATION AND ADAPTATION

The capacity to evolve processes, embrace new tools, and respond to changing contexts without losing identity.

We Support Innovation & Adaptation: Summer Development School • Online courses • Webinars • AI integration • Continuous learning

| 3,000+ Catholic leaders trained. New AI tools for Catholic administrators.

WHAT MAKES ISPD DIFFERENT

Not consultants. Mission companions.

Serving Catholic communities exclusively is our sole focus. We do it because it is part of our vocation and ministry to serve and build His church. Our results speak for themselves.

WE ENGAGE YOUR WHOLE COMMUNITY

When a Catholic school or parish works with ISPD, it isn't a small committee behind closed doors. It's dozens — often hundreds — of parents, parishioners, faculty, alumni, and community members whose voices shape the vision. Often, communities know something isn't working — they just can't see the way forward from the inside. ISPD brings the external perspective to name the challenge clearly, then the process to solve it together. That participation doesn't just produce better plans. It builds ownership, deepens belonging, and transforms a community's belief in its own future.

OUR MISSION

Bringing people, process, and ministry together to help build the Kingdom of God.

OUR CORE VALUES

At ISPD, we are committed to:

- Our Catholic Faith — in everything we do
- Serving Catholic communities exclusively, without exception
- Customized approaches for every community we serve
- Building strong, capable teams from the inside out
- Fostering cultures of belonging where people feel known and valued
- Engaging everyone — not just leadership — in the process
- A collaborative, mission-centered culture within our own firm

SHARING THE JOURNEY

Our associates bring 300+ years of combined experience as superintendents, principals, development directors, and parish leaders. We've lived the challenges you face — and we stay close throughout. Weekly virtual meetings, monthly on-site visits, and a commitment to building your community's capacity long after our engagement ends.



WE LEAD WITH RELATIONSHIP, NOT A TRANSACTION

Development isn't marketing. Stewardship isn't a sales funnel. Enrollment isn't customer acquisition. These are ministries of invitation — people respond to relationships, not pressure. We believe belonging leads to believing. When people feel known, valued, and genuinely invited into a shared vision, generosity follows. Every ISPD process is built on this conviction — one we have seen confirmed in community after community for 37+ years.



WE TELL YOU THE TRUTH, EVEN WHEN IT COSTS US

If your feasibility study shows you're not ready for a campaign, we won't push you to launch anyway. We'll help you build the capacity first. Our reputation depends on your success — not on selling you services you don't need. That kind of honesty isn't always comfortable, but it's what mission companions do.



TRANSPARENT PRICING

Every dollar matters in your community. Whether you're a small parish of 300 families or a large regional Catholic high school, you're accountable to donors, parishioners, and boards who expect faithful stewardship. You shouldn't have to navigate complex pricing structures, imaginary discounts, undue incentives or worry about hidden costs.

When you ask ISPD for a proposal, here's what you get:

- **A clear monthly rate** that covers all consulting services, meetings, strategy development, and support
- **Expenses billed at cost**—airfare, mileage, lodging, with no markup or inflated reimbursements
- **A good-faith estimate** of anticipated travel costs based on your location and project timeline
- **No surprises**—if circumstances change, we communicate proactively about budget implications



REFRAMING THE QUESTION

- **DEVELOPMENT** = meaningful involvement of people in your mission and vision
- Not "How do we raise more money?"
- But "How do we build a people-driven, sustainable system?"

ISPD SERVICES

ISPD provides the expertise and partnership that allows good institutions to become great—and great institutions to reach new levels of operational vitality and mission impact.

ISPD provides comprehensive operational vitality solutions for Catholic schools, parishes, and dioceses nationwide. Our services support institutions across the full spectrum—from those establishing foundational systems to those optimizing sophisticated operations.

Whether you're launching new initiatives, refining current processes, or preparing for significant

growth, ISPD brings years of expertise and a hands-on approach that respects where you are today while helping you achieve where you want to be tomorrow. Today that includes AI-powered tools that help us analyze your data, sharpen your planning, and identify opportunities faster than ever before.



\$1B

Nearly Raised in
Capital Campaigns



95%+

of Campaign
Goals Reached
or Exceeded



500+

Clients Served



7,000+

Catholic Leaders
Trained Nationwide

“THE GOAL OF EVERY ISPD ENGAGEMENT IS THE SAME: TO LEAVE YOUR COMMUNITY STRONGER, MORE CAPABLE, AND MORE DEEPLY ROOTED IN MISSION THAN WHEN WE ARRIVED. THE PLAN IS THE BEGINNING. THE PEOPLE ARE THE POINT.”

ASSESSMENTS & CAMPAIGNS

Assessment studies that show you where you truly stand — and feasibility and campaign tools that fund where you're going.

"WE NEED TO UNDERSTAND WHERE WE ARE"

Before you can plan, campaign, or grow, you need an honest picture of your community's current health: financial, operational, and cultural. ISPD's Operational Vitality Study gives you that picture.

The ISPD Operational Vitality Study

A comprehensive assessment of your community across five dimensions: Financial Stewardship, Strategic Direction, Resource Management, Mission Alignment, and Innovation. The result is a clear, honest report with prioritized recommendations — and a roadmap for what comes next.

Most communities discover both more strength and more opportunity than they expected.

The ISPD General Feasibility Study

Considering opening a new school or parish, relocating an existing one, or consolidating programs? ISPD's General Feasibility Study combines demographic analysis with community interest research to answer the foundational question: Is there a viable future here, and where?

"WE NEED TO RAISE SIGNIFICANT MONEY"

Whether you're building a new facility, restoring a historic church, or funding a scholarship endowment, major capital initiatives require the right foundation. ISPD has guided 120+ capital campaigns with a 95% success rate — raising nearly \$1 billion for Catholic communities nationwide.

The ISPD Financial Feasibility Study

Before you launch a campaign, you need to know whether your community is ready and whether your goal is achievable. ISPD's Financial Feasibility Study gives you an honest, data-driven answer — and if the answer is "not yet," we help you build the capacity first.

The ISPD Capital Campaigns

From case statement development through quiet phase, public launch, and post-campaign stewardship, ISPD walks alongside your community at every step. Our associates are on-site monthly and in contact weekly — keeping your leadership team on schedule, your donors engaged, and your community energized throughout the process.

120+ campaigns. 95% success rate. Nearly \$1 billion raised for Catholic communities.

STRATEGIC PLANNING THAT WORKS

Community-built planning processes that turn shared vision into a roadmap your whole community will own.

Most strategic plans fail not because they are poorly designed, but because they were built by a small committee rather than the whole community. A plan no one helped build is a plan that ends up on a shelf.

ISPD's planning processes are built differently — engaging dozens, often hundreds, of parents, parishioners, faculty, alumni, and community members whose voices shape the vision from the beginning. When people help build something together, they share in the investment — and they carry it out.

FULL ENGAGEMENT PLANNING PROCESSES

The ISPD Strategic Growth Plan for Schools

A comprehensive multi-year plan that engages the full school community — faculty, families, alumni, board members, and parish partners — in building a shared vision for the future. The plan covers academics, enrollment, development, facilities, and mission culture and aligns with the NCEA NSBECS.

The ISPD Collaborative Strategic Plan

For communities where a parish and school share a mission and a future, ISPD's Collaborative Strategic Plan builds a unified vision that honors both identities while aligning resources, goals, and priorities across the entire community.

The ISPD Long-Range Pastoral Plan

A parish-focused planning process that engages the full faith community in discerning where God is calling them — and what investments of time, talent, and treasure will get them there. Designed for parishes navigating growth, transition, or renewal.

The ISPD Total Stewardship Plan

Stewardship is not a program — it is a way of life. ISPD's Total Stewardship Plan helps parishes build a culture of year-round giving rooted in gratitude and mission, moving communities beyond the annual appeal toward genuine, sustained generosity.

The ISPD AWE Plan of Action

The AWE Plan — Affirming, Welcoming, Engaging — is a targeted process for communities focused on belonging and growth. It surfaces what is working, identifies barriers to engagement, and creates actionable strategies for deepening connection with current and prospective members of the community.

FOCUSED & ABBREVIATED PLANNING PROCESS

The ISPD Abbreviated Strategic Growth Plan

All the rigor of ISPD's full planning process in a compressed timeline. Designed for communities that need a clear strategic direction quickly — or that are preparing for a capital campaign and need a plan in place first.

The ISPD Strategic Plan for Advancement & Development

A focused planning process centered on building or strengthening a school's or parish's development capacity. Covers annual fund strategy, major gift cultivation, donor stewardship, and the case for support — resulting in a clear, actionable development roadmap.

The ISPD Strategic Plan for Enrollment Management

A focused planning process that addresses the full enrollment lifecycle — from inquiry and admission through retention and re-enrollment. Treats enrollment as ministry, not marketing, and builds systems that serve families well at every stage of their relationship with your community.

ISPD plans don't just
get written.

They get
implemented.



LEADERSHIP COACHING

PERSONALIZED GUIDANCE

PRACTICAL TOOLS

A PLAN YOU OWN

No two engagements look alike—each is built around your leader, team, school, or parish. Whether you're bringing a new advancement director up to speed, strengthening a small team, or helping a school establish clear goals, ISPD shapes the program around you.

Every engagement shares one rhythm: regular virtual sessions, between-session accountability, and a structured process that moves your team toward a plan they helped build.



DEVELOPMENT/ADVANCEMENT

- Master the meaning, value, and implementation of vibrant Catholic school/parish development
- Move beyond event-driven fundraising to sustainable advancement systems
- Build donor relationships, major gift strategies, and stewardship cultures
- Perfect for new development directors or seasoned leaders seeking optimization

ENROLLMENT MANAGEMENT

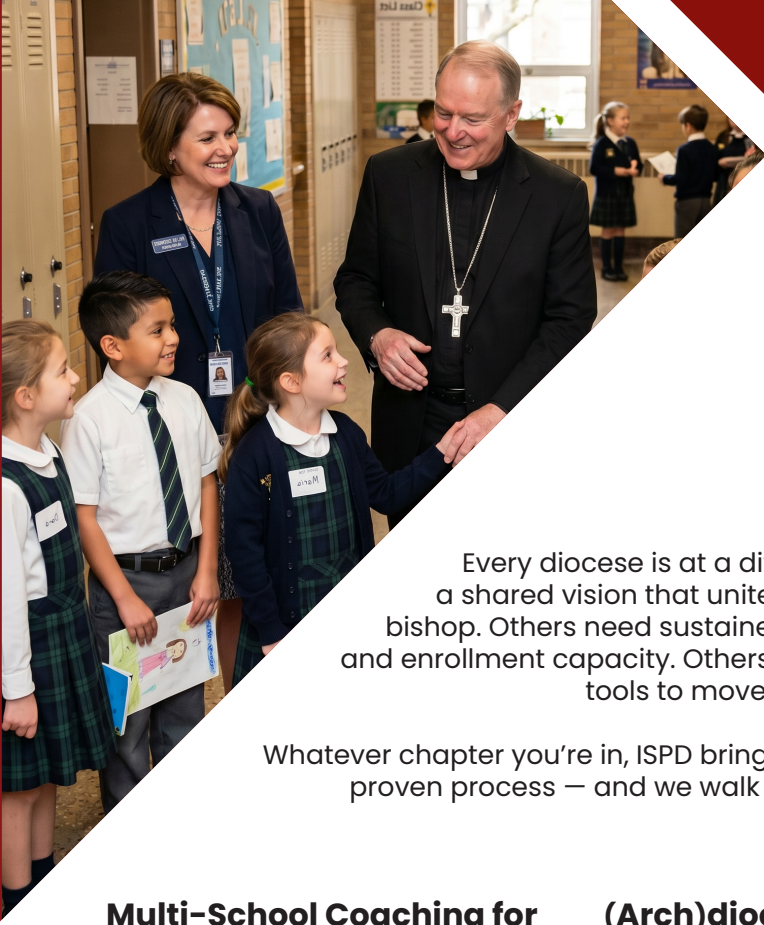
- Learn to invite, involve, and engage families throughout the enrollment journey
- Implement data-driven strategies tailored for Catholic institutions
- Create retention systems and marketing approaches rooted in ministry
- Strengthen enrollment outcomes while maintaining mission integrity

LEADERSHIP COACHING

- Understand the critical role operational vitality plays in Catholic institutions
- Navigate strategic decision-making, board relationships, and change management
- Build leadership confidence during transitions or organizational growth
- Develop skills that position you for long-term success

BOARD DEVELOPMENT

- Help boards clarify their purpose, define member roles, and focus on what matters most.
- Guide boards to identify strengths and gaps in advancement efforts, set clear goals, and build a culture of trust and engagement.
- Develop high-performing boards that lead with confidence and deliver results.



(ARCH)DIOCESAN PARTNERSHIPS

**SHARED VISION
STRONGER SCHOOLS
BUILT TO LAST**

Every diocese is at a different chapter. Some need a shared vision that unites pastors, principals, and the bishop. Others need sustained support to build advancement and enrollment capacity. Others need to equip their leaders with the tools to move forward together.

Whatever chapter you're in, ISPD brings nearly four decades of experience and a proven process — and we walk alongside you to find the right path.

Multi-School Coaching for Advancement & Enrollment

Building capacity across your diocese, one school at a time.

- A year-long engagement that meets every school where it is and moves the whole system forward together.
- Administrators' meeting, quarterly workshops, 1-on-1 coaching, coaching cohorts, and an Advancement Scorecard.
- **The result:** every school with a completed Plan for Advancement & Enrollment — and your office with a Scorecard showing exactly where your system stands.

(Arch)diocesan-Wide Strategic Growth Planning

Setting the direction for Catholic education across your diocese.

- A community-wide process that convenes pastors, principals, parents, faculty, alumni, and benefactors around a shared vision.
- Assessment, steering committee, five planning teams, a diocesan convocation, and a published plan — about ten months, built around your calendar.
- **The result:** a roadmap your whole diocese helped build, with the vision, goals, and accountability to make it last.

(Arch)diocesan Workshop Series

Equipping your leaders to move their schools forward.

- A sequenced curriculum where every workshop builds on the last, moving leaders from foundational principles to practical execution.
- Foundations, the Six Boxes of Catholic School Development, enrollment management, annual fund, and major gifts.
- **The result:** principals and advancement leaders working from one framework, one language, and concrete next steps they can apply immediately.

“Over the course of a year, ISPD helped every school in our archdiocese build a plan to strengthen advancement and enrollment. For the first time, we have a clear picture of where we stand and where we're headed.”



Dr. RaeNell Houston
Executive Director of Faith Formation and Superintendent of Catholic Schools
Archdiocese of New Orleans

PROFESSIONAL DEVELOPMENT

**PRACTICAL LEARNING
MISSION-READY LEADERS**



University of Dayton
**Institute for Pastoral
Initiatives**

In partnership with the University of Dayton's Institute for Pastoral Initiatives, ISPD offers for-credit online courses designed specifically for Catholic school and parish leaders.

UNIVERSITY OF DAYTON ONLINE COURSES

For-credit professional development

Key Features:

- Online, asynchronous format for working professionals
- For-credit courses applicable toward advancement certifications
- Taught by ISPD associates with 300+ years of combined practitioner experience
- Curriculum grounded in Catholic school/parish context—not generic nonprofit models

Course Topics Include:

- Catholic School Development Fundamentals
- Strategic Planning & Advancement
- Annual Fund & Major Gift Cultivation
- Stewardship & Donor Relations

Format:

Semester-based online courses
Ideal for: Leaders seeking formal credentials, teams building a unified knowledge base, professionals new to advancement work



ISPD SUMMITS

**TWO DAYS TO
SET YOUR DIRECTION**

ISPD Summits bring Catholic school and parish leaders together throughout the year for two days of intensive professional development focused on four core areas: advancement and development, enrollment management, stewardship, and strategic communications.

Held in regional locations, these summits offer practical strategies and peer networking from experienced practitioners who understand Catholic institutional life from the inside. Whether you're launching your first advancement effort or refining a mature program, ISPD Summits provide the concentrated learning and tools you need to lead with confidence.

Attendees leave each summit with immediately applicable strategies, renewed energy and confidence in their work, and meaningful connections with fellow Catholic leaders facing similar challenges in their own communities.

Visit our website to learn more about ISPD Summits coming to your region.

THE ISPD COMPASS™

*LESS TIME AT THE SCREEN.
MORE TIME WITH YOUR PEOPLE.*

Your Strategic Advancement Partner.

You didn't enter Catholic education to stare at a blank screen. Yet too much of every week disappears into drafting appeal letters, thank-you notes, agendas, and reports — time stolen from the conversations and relationships that actually move your mission forward.

The ISPD Compass™ gives that time back. Think of it less as software and more as added capacity: a mission-focused writing and strategy partner that drafts the first version — donor letters, vision statements, talking points, follow-ups — so you can refine instead of starting from scratch.

By speeding up the thinking and the writing, the ISPD Compass frees hours in your week for the one thing no tool can do: being present to people, eyeball-to-eyeball, and deepening the relationships that sustain a Catholic community.

Flexible licensing from a single leader to your entire (arch)diocese, with a free trial. Start at ispdcompass.com.



NOT ANOTHER CHATBOT

Generic AI tools give you generic nonprofit advice. The ISPD Compass is built around what Catholic leaders actually navigate — pastor-principal dynamics, parish integration, competing with public and charter schools without losing Catholic identity, the difference between development and stewardship, and how enrollment and advancement have to work together.

HOW IT WORKS

- **Name the challenge.** Enrollment, advancement, operations, engagement — ISPD Compass shows you what to prioritize first.
- **Get your roadmap.** A prioritized plan drawn from ISPD's proven frameworks, tailored to your context.
- **Move with confidence.** Templates, timelines, and sample communications, so you never guess your next step.

Built on ISPD's institutional knowledge and the same methodology behind every ISPD engagement — now available to your team 24/7.

CASE STUDY

ST. LUKE THE EVANGELIST

SLIDELL, LOUISIANA



THE CHALLENGE

Three years ago, St. Luke the Evangelist Parish faced a defining decision. Their existing worship space—never intended to be a permanent church—no longer served the needs of a growing parish. Leaders identified three options: renovate the current structure at nearly the cost of new construction, build a new church on the same footprint, or do nothing.

THE APPROACH

St. Luke engaged ISPD to conduct a Financial Feasibility Study grounded in listening and discernment. An Executive Committee and Steering Committee were formed to guide the process. Through parish-wide surveys, listening sessions, personal interviews, and questionnaires, the voices of the community were

invited and honored. While some opposition was vocal, more than 70% of respondents expressed clear support for building a new church. ISPD's Feasibility Study concluded the parish could raise between \$5.8 and \$6.2 million—slightly below the \$6.7 million needed to proceed.





THE RESULTS

With confidence in the process and clarity of vision, St. Luke launched a capital campaign. Eighteen months later, the parish has raised more than \$7 million—exceeding both the feasibility range and the construction goal. St. Luke the Evangelist will now build its new church.

THE LESSON

- When leaders listen well, trust the process, and invite people into a shared vision, generosity follows.
- This was the third ISPD-led campaign in the Slidell community to build a new Catholic church. The other two were at Our Lady of Lourdes and St. Genevieve.



CASE STUDY

HOLY NAME OF JESUS PARISH AND SCHOOL

NEW ORLEANS



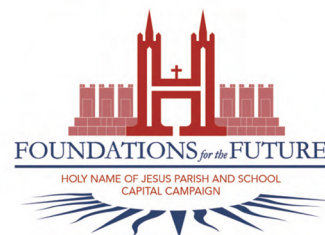
THE CHALLENGE

For many years, Holy Name of Jesus Parish and School carried a shared dream of improving both parish and school facilities—particularly the long-desired gymnasium. Yet repeated starts and stops had created hesitation, and confidence that “this time would be different” was understandably fragile. When parish and school leaders engaged ISPD, the challenge was not only financial, but pastoral: could the community rally around a unified vision that served both worship and formation?

THE APPROACH

ISPD conducted a comprehensive Financial Feasibility Study, inviting broad participation through interviews, surveys, and listening processes. The resulting vision was clear and integrated: approximately \$5 million to address critical needs—\$1 million for church improvements including interior restrooms, a bridal suite, and an accessible entrance, and \$4 million for a new school building to serve infants through PK3, add

second-floor restrooms, install an elevator, and allow for future expansion. The campaign was structured with clear benchmarks: a \$5.0 million goal, a \$7.0 million stretch goal, and an \$8.5 million vision goal that would allow all components to be realized. More than 150 one-on-one leadership conversations anchored the effort.



THE RESULTS

Under outstanding leadership and with disciplined execution, the campaign exceeded expectations—reaching the full \$8.5 million vision goal. Construction is now underway, and every element of the plan will be completed, transforming the parish and school campus.

THE LESSON

- When leaders listen well, invite deeply, and stay faithful to a shared vision, long-deferred dreams become achievable—and belief within the community is renewed.



CASE STUDY

MERCY McAULEY HIGH SCHOOL

CINCINNATI



THE CHALLENGE

When ISPD first began working with Mercy McAuley High School, the community was navigating a season of transition. The school had emerged from the merger of two Mercy institutions, resulting in a disjointed alumnae base and uneven confidence in the school's long-term future. While the need for investment was clear, there was uncertainty about whether the broader community believed the school was truly positioned to endure and thrive.

THE APPROACH

ISPD conducted a comprehensive Financial Feasibility Study, gathering input from hundreds of constituents through interviews, surveys, and listening sessions. The study projected a fundraising capacity between \$4.5 and \$5.0 million. Shortly thereafter, a leadership transition prompted the campaign to pause. Rather than forcing momentum, the board focused on securing

strong, mission-driven leadership. Once that leadership was in place, the campaign was reactivated with intention: the Executive Committee was reconvened, a Campaign Coordinator appointed, and a disciplined structure of Operational Chair Couples and Division Chairs was established.

THE RESULTS

With renewed confidence and clear leadership, Mercy McAuley launched a capital campaign with a goal of \$5.5 million. Mercy McAuley has raised more than \$6 million and is now moving toward its \$10 million goal to fund a new Art Wing and turf athletic field.

THE LESSON

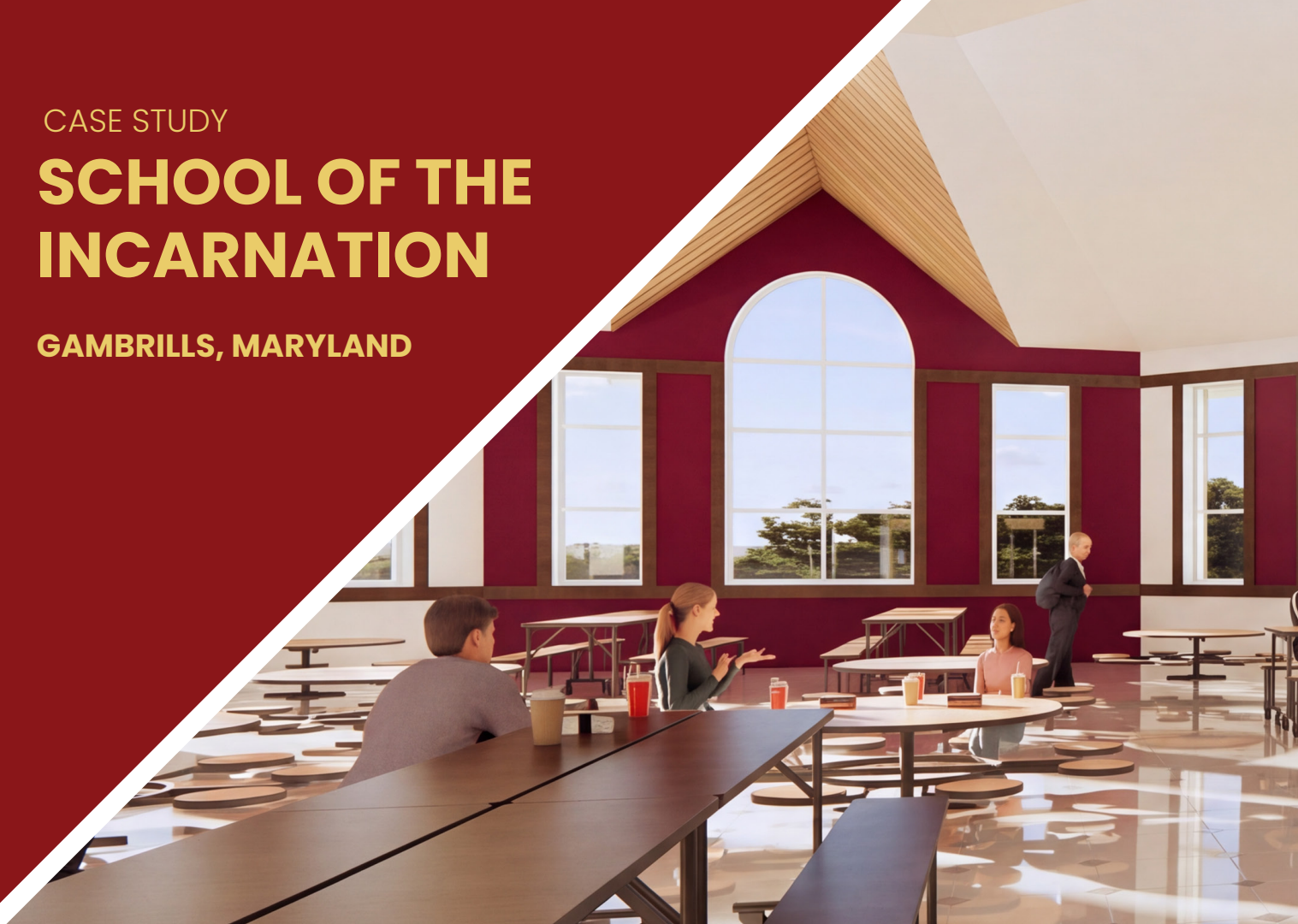
- Leadership changes everything. When clarity, confidence, and structure align, even communities once marked by doubt can exceed expectations and build boldly for the future.



CASE STUDY

SCHOOL OF THE INCARNATION

GAMBRILLS, MARYLAND



THE CHALLENGE

Six years ago, the School of the Incarnation faced a familiar but significant reality for many elementary schools: There was no formal development effort in place. Fundraising relied almost entirely on events, and there was no development office, system, or professional leadership dedicated to advancement. While the school was strong academically and mission-driven, it lacked the infrastructure needed to sustain growth and plan confidently for the future.

THE APPROACH

School leadership invited ISPD to facilitate a Strategic Growth Planning process designed to engage the broader community and clarify long-term priorities. Hundreds of parents, parishioners, faculty, and stakeholders participated. One clear priority emerged: the establishment of a comprehensive development

program. ISPD worked alongside school leadership to design the development framework, assist in creating the office, and support the hiring of the school's first Development Director. With systems in place, the school launched its first-ever Annual Fund, complemented by intentional major gift cultivation.



BUILDING THE FAITH



BUILDING OUR FUTURE

THE RESULTS

Over the next two years, the Annual Fund grew steadily and successfully, building both confidence and participation across the community. This momentum led naturally to a Financial Feasibility Study and, ultimately, a capital campaign that exceeded its \$3.2 million goal. Today, as a regional Catholic elementary school, the School of the Incarnation has a flourishing development office, a committed advancement professional, a sustainable Annual Fund, and a successful capital campaign supporting its mission.

THE LESSON

- When planning precedes fundraising and systems replace events, Catholic schools move from survival to sustainability—building confidence, capacity, and a future rooted in mission.



THE ISPD TEAM

**CATHOLIC LEADERS WHO HAVE
WALKED IN YOUR SHOES.**

ISPD's team of associates has more than 300 years of experience working in Catholic parishes and schools at both the local and diocesan levels. They know first-hand the challenges of working in Catholic education.



FRANK DONALDSON

President & Founder

New Orleans, Louisiana





KYLE ISAACK

Associate &
Vice President of Operations

Cincinnati, Ohio



TONY BONURA

Associate

New Orleans, Louisiana



DAN FERRIS

Associate

East Greenwich, Rhode Island



MARY FISCHER

Associate

Cincinnati, Ohio



DR. ASHLEY LYNN OGDEN

Associate

Charlotte, North Carolina



JOE THERBER

Associate

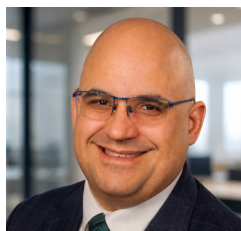
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DR. MARK WILLIAMS

Associate

New Orleans, Louisiana



JASON CRUNDWELL

Associate &
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Mansfield, Ohio



DR. COURTNEY MILLET

Associate

New Orleans, Louisiana

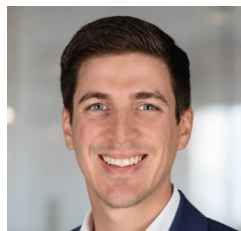


KAREN HINTZ

Office Manager/Admin Assistant

New Orleans, Louisiana

Every ISPD associate has served Catholic schools, parishes, or dioceses as an experienced practitioner—not merely as an outside observer. When we walk alongside your community, we bring firsthand knowledge of the challenges you face, the approaches that work, and what your Catholic mission demands.



RYAN ZELLNER

Marketing Assistant

New Orleans, Louisiana

ISPD PARTNERS

**THE COMMUNITIES BELOW ARE JUST A
SNAPSHOT OF THE HUNDREDS OF
CATHOLIC COMMUNITIES WE'VE PARTNERED
WITH IN THE PAST FEW YEARS**



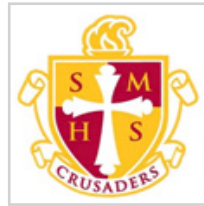
Archdiocese of
New Orleans



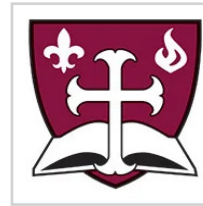
Archdiocese of
Boston



Diocese of
Savannah



Scecina Memorial
High School
Indianapolis, IN



St. Cletus
Catholic School
Gretna, LA



Pope John Paul II
High School
Slidell, LA



School of the
Incarnation
Gambrills, MD



Our Lady of Light
Family of Parishes
Dayton, OH



Our Lady of
the Lake Parish
Mandeville, LA



Archbishop Rummel
High School
Metairie, LA



Our Lady of Mercy
Parish
Baton Rouge, LA



Notre Dame
Academy
Staten Island, NY



Cardinal Kung
Academy
Stamford, CT



St. Matthew
Church and School
Franklin, TN



St. Clare of Assisi
Catholic School
Denver, CO



Archbishop Moeller
High School
Cincinnati, OH



Mount Alvernia
Academy
Chestnut Hill, MA



National Shrine
of the Little Flower
Royal Oak, MI

YOUR COMMUNITY'S STORY ISN'T FINISHED.

ISPD has walked alongside Catholic schools, parishes, and dioceses at every stage of their journey — helping communities raise money, build plans, strengthen leadership, and advance their mission with confidence. What we've learned is simple: Catholic communities don't fail for lack of faith. They struggle when systems, processes, and people aren't aligned to support the mission they already believe in. That's the work we do — and we keep finding better ways to do it. We'd love to do it with you.

READY TO WRITE YOUR NEXT CHAPTER?

REACH OUT TO ISPD TODAY. BUILD WHAT'S NEXT.

CONTACT US



(504) 491-2122



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ispdconsulting.com

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education, parish life,
and diocesan mission
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