

Annual Stewardship—“The Pony Express”

2010 Expenditures: \$2,091

2011 Budget: \$2,500

Chairpersons: Rob & Mary Taylor, (619) 319-5835, robtmtaylor@yahoo.com /
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Members:

- Staff: Christie Tugend, Kathleen Ireland
- Station Agents: Sam Ward, Pat Carpenter, Chuck Howe, Fritz Warmbrodt, Rob & Mary Taylor
- Trail Bosses: Tom Morelli, Steve Crawford, Mark DeMichele, Tres Conrique, Kim Usrey, Edward Harrison, Janice Szumowski, Arie & Bonnie VanVugt, Terry Farrelly, Sarah Stump, David & Suzanne Warren, Tami Sandke, Carla Fargo, Frank Hafner, Walt Heinecke, Betsy McKee, Betty LeMoyné, Hank Howe, Jackie Haney, Nancy Iverson, Ed Morris, Beth Burroughs, Mike Dabbar, Hal Skelly

Meeting dates & times: November 7 through November 22.

Purpose/Mission/Responsibilities: Canvas parish to pledge financial support for 2011

Major Accomplishments:

- Realized a total of 211 pledges for \$570,588, representing increases of 11% and 12% respectively from previous year's stewardship campaign
- Initiated the Pony Express program for stewardship which was favorably received
- Acquired Pony Express materials which can be retained and re-used in future years

Summary:

The Pony Express method is a highly structured program with materials, flowcharts and timetables to ensure that steps on the critical path of the campaign are not overlooked. The Pony Express campaign grouped parishioners' homes into geographically compact groups of 9-11 households and designated these as "trails". Each trail had a "Trail Boss" who ensured that a saddlebag of pledge cards moved daily from house to house on its trail. Each Trail Boss reported his or her progress regularly to one of five "Station Agents" who in turn relayed aggregate progress to the campaign chairs. Christie Tugend served the dual roles of Treasurer and Publicity Agent for the campaign and Kathleen Ireland helped us tremendously with organizing and reproducing the materials.