

WE CAN'T DO THIS WITHOUT YOU.

GIVE TO HELP OUR REGION HEAL.



55 Days of Giving #GIVE55 September 13, 2019 - November 6, 2019
Fundraising Toolkit



PITTSBURGH
Pastoral Institute

www.pittsburghpastoralinstitute.org/give55

THE UNION OF FAITH AND UNDERSTANDING HEALS AND CHANGE LIVES.

#GIVE55

55 Days of Giving

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About the Pittsburgh Pastoral Institute

In 1964 the Rev. Dr. Donald Hargrave Gross, the Rev. Dr. Everett I. Campbell, and Dr. Richard L. Russell together founded Pittsburgh Pastoral Institute to provide education for faith leaders who desired to increase their understanding of the relationship between religion and mental health. Over time it became apparent that pastors needed not only education but also a place where they could refer parishioners for more extensive mental health services. As a result, Pittsburgh Pastoral Institute expanded its function, becoming the *longest-lived interfaith counseling center in Southwestern PA.*

Over the decades Pittsburgh Pastoral Institute partnered with increasing numbers of churches across Allegheny and the surrounding counties to provide accessible branch offices.

In 1989, changes in state law brought Licensed Social Workers, Licensed Professional Counselors, and Licensed Marriage and Family Therapists to the fore as the legal providers of counseling. Thus, a gradual transition from what had been a staff of primarily pastors to licensed practitioners occurred. Pittsburgh Pastoral Institute has continued to employ many licensed therapists with formal theological education. *The organization has always maintained its commitment to the importance of spirituality in the healing process while integrating the resources of a client's faith and beliefs to the extent so desired.*

In recent years, Pittsburgh Pastoral Institute's roots in education and training have revitalized primarily through a Speaker's Bureau providing many forms of seminars on topics of mutual interest to clergy and counselors. Continuing to provide unique services for

faith leaders in the form of support groups, on location educational workshops, psychological assessment for ordination candidates, topic-specific consultation, and an accredited Clinical Pastoral Education Program.

Services Include:

- Counseling and psychotherapy for individuals, couples, families and groups
- CAD – the Career Assessment and Development Program designed to provide a psychological assessment of ordination candidates
- CPE – the Clinical Pastoral Education Program, an interfaith model of training in pastoral care for faith leaders, seminary and rabbinic students, and qualified laypeople
- Spiritual Direction on an individual, group, retreat, and workshop basis
- Continuing Education through the Institute's Speaker's Bureau, staff leadership presenters, and co-sponsorship across multiple community partners

While every counseling experience is unique, our therapists seek to provide an empathic relationship in which the client can safely and freely discuss their concerns in a faith-friendly context. The main goal for clients and clinicians is to work together to reduce distress while seeking to promote personal growth, self-awareness, and meaningful relationships with those who are significant in one's life. This is a person-centered process in which the client determines the areas of discussion and exploration in each session. All persons, from all walks of life, can benefit from counseling services and are accepted without discrimination based on age, color, ethnic origin, gender, disability, race, religious affiliation, or sexual orientation.

Mission

Pittsburgh Pastoral Institute exists to enhance the health of individuals, families, and communities through an interfaith ministry of counseling and education that integrates the resources of faith and the behavioral sciences.

www.pittsburghpastoralinstitute.org/give55

Pittsburgh Pastoral Institute has been helping to heal & educate for 55 years! To commemorate this, we are calling on you to help us raise over \$55,000.00 during the 55 Days of Giving #give55 campaign from the anniversary date September 13th to November 6th, 2019 in any amount.

The need for accessible, affordable, and a holistic approach to care is undeniable. Donations help to support the maintenance and growth of services and programs sought by our community. Our neighbors, friends, colleagues, families and congregations are reaching out today more than ever to find support, to find well-being, and to heal. In a world surrounded by rising costs, there are areas where we sometimes struggle. One of our greatest areas of need is to help reduce and/or eliminate client debt. *Individuals and families seeking services face increasingly higher co-pays and deductibles even with health insurance.* **Your support will help to ease the burden placed on both our clients and the organization.**

The therapists at the Institute have been helping to heal our families, friends and neighbors in and around Pittsburgh for decades and the mission remains the same since 1964. *Pittsburgh Pastoral Institute exists to enhance the health of individuals, families, and communities through an interfaith ministry of counseling and education that integrates the resources of faith and the behavioral sciences.*

Your support will make a difference.

No matter the size of your contribution, every donation helps.

\$5.50 can help bring comfort by...

- offering tissues to clear one's face in session.
- educating with books for clients, staff, and guests.
- warming a client during session with a throw blanket when it's cold.
- providing complimentary coffee, tea, hot chocolate or a cool beverage.

\$55.00 can help ensure essential needs by...

- relieving a client unable to pay for a session.
- offering diverse and inclusive translator services.
- assuring timely interpreter services for our clients.
- maintaining full access to our handicap entrance.

\$150.00 or more can...

- help open a new counseling space.
- unburden a client unable to meet high co-pays.
- provide interfaith behavioral health training.
- sponsor self-care opportunities to clinicians through fellowship and peer support.
- enhance needed technology to protect client health information.
- support clinical internships aimed at future behavioral health leaders.
- expand the outreach of our programs.

Organizational Sponsorship

Sponsors with a Donation of \$5,500.00 or more will include:

- Your organizational logo listed as a sponsor on the event donation webpage.
- Weekly recognition in social media messaging for the campaign, along with inclusion in all eBlasts and any other media.
- 1-Full Page ad space in the "55 Days of Giving" commemorative inspirational booklet.
- 1-Full day training in your location by the Pastoral Institute Speaker's Bureau. CEU fees not included.
- Custom campaign design for your use in fundraising during the 55 Days of Giving.

To become a sponsor, please go to www.pittsburghpastoralinstitute.org/sponsorship or complete the sponsorship form attached and submit through the mail.

You Can Help and This is How...

55 Days of Giving #GIVE55

Share your experience with others and tell them why this organization is important to you.

Download the flyer and use to post around the community, your place of worship and/or in your office. Email Lisa at lbergquist@ppicounseling.org; she will send you customized electronic or print graphics to use in your own space each week. Find and Follow us on Facebook to Share the weekly posts and forward the eBlast emails you receive. Reach out to people personally and share the link to donate.

Who should you ask:

- Friends and Family
- Coworkers
- Other Local Organizations
- Members in Your Place of Worship

Raise \$5,500 or more to receive a 1-Day training provided by the Speaker's Bureau!

Here is a sample of how to ask your congregation:

Dear Members, we are calling on you to help the Pittsburgh Pastoral Institute continue its presence in our church helping to heal our community through faith-friendly counseling. With your support please "Pass the Plate" for PPI during our "55 Days of Giving" as we commemorate our 55th Year Anniversary!



Own Your Contact List and Make a Plan...

Set a Goal and make a list of 10 different people you can talk to each day about #GIVE55. If you run out of people go back to the first 10 and follow-up to see if they made a donation. If they did, please thank them and encourage them to ask 55 people they know to give.

Practice Your Elevator Pitch...



Here is a sample of how to bring it up at work:

"Have you ever heard of the Pittsburgh Pastoral Institute? They are running a fundraising campaign to commemorate their 55th anniversary. This organization really has had a widespread (behind the scene) influence in our city over the last 55 years. Here is a flyer about the campaign, I hope you will consider making a donation. I can email or text you the link, what is your email address? We need to donate to help ensure PPI can have a continued presence in Pittsburgh, for future generations. I want to know that when we need them, they will be there"

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