
Let's show you how we do it.

Catholic Fundraising & Development

— THE —
CUNNEEN
GROUP

WE ARE YOUR DEDICATED PARTNER IN FOSTERING GROWTH

cunneengroup.com



Helping Catholic Nonprofits Thrive

The Cunneen Group provides a full suite of integrated fundraising and communication services for Catholic parishes, dioceses and organizations.



SERVICES

ANNUAL APPEAL AND DIRECT RESPONSE SERVICES

We understand that every dollar raised is a testament to the support of your mission and the power of faith. Our seasoned consultants bring decades of experience in crafting compelling appeals, leveraging data-driven insights, and implementing effective direct-response strategies tailored to the unique needs of Catholic organizations. Whether it's cultivating donor relationships, optimizing multichannel campaigns, or enhancing the impact of your appeals, we're here to partner with you every step of the way.

OFFERTORY ENHANCEMENT AND STEWARDSHIP OF TREASURE APPEALS

The Cunneen Group is known for its programs designed to enhance parish offertory programs and fostering stewardship of treasure within Catholic parishes. Our dedicated team of experts brings a wealth of experience in devising tailored strategies that resonate with parishioners, instill a sense of purposeful giving, and align with the core values of your parish. Through our proven methodologies, we aim to empower your parish to cultivate a culture of generosity, strengthen financial sustainability, and ensure the continued flourishing of your vital ministries.

FEASIBILITY STUDY AND DEVELOPMENT AUDITS

With a deep understanding of the unique challenges and aspirations that Catholic institutions face, we offer strategic insights and expert guidance to assess the viability of your projects and initiatives. Our team of experienced consultants combines analytical rigor with an appreciation for the values and mission of Catholic organizations, ensuring that every feasibility study is conducted with the utmost attention to both practicality and purpose.



What We Do With You

Together, we'll ignite the spirit of giving, ensuring your organization's ongoing growth and impact within the Catholic community.



SERVICES

CAPITAL CAMPAIGN CONSULTING

Our tailored consulting services encompass strategic planning, donor engagement, communication strategies, and campaign management. We understand the unique dynamics of Catholic communities and are dedicated to aligning our expertise and messaging with the values that define your parish. Together, let's embark on a journey of growth, as we work hand-in-hand to secure the resources necessary to expand your ministries, enhance your facilities, and ensure a vibrant future for your faith community.

COMMUNICATIONS AND EVANGELIZATION

With a deep understanding of both Catholic teachings and modern communication trends, our consultants offer tailored strategies to amplify your parish's voice, engage parishioners, and reach out to a digital-age audience. From crafting compelling messages to harnessing the power of social media and digital platforms, we're committed to helping your parish spread the Good News with impact and relevance.



“Modern day Catholic organizations are facing a unique challenge when it comes to fundraising. The competition is greater than ever before, while the tried-and-true strategies of the past are falling flat. Organizations need to get better at telling their stories, knowing why they matter, building relationships with donors and utilizing new tools while reflecting the spirit that embodies their mission.”

— **John Cunneen**

Experience The Transformational Power of Purposeful Giving

The Cunneen Group is your dedicated Catholic fundraising and development consulting partner. From effective annual giving programs to reliable feasibility studies and compelling capital campaigns, your mission will flourish, embodying the spirit of faith and generosity.

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TEAM



Jim Cunneen

**MANAGING PARTNER, VICE PRESIDENT
STRATEGY AND CONSULTING**

John has been responsible for the management and direction of several hundred capital campaigns and thousands of stewardship and annual giving campaigns for Catholic churches and schools. John has supervised more than 200 resident-directed campaigns, raising more than \$150 million, and launched one of the first e-giving products in the religious marketplace.



John Cunneen

FOUNDER, ADVISOR

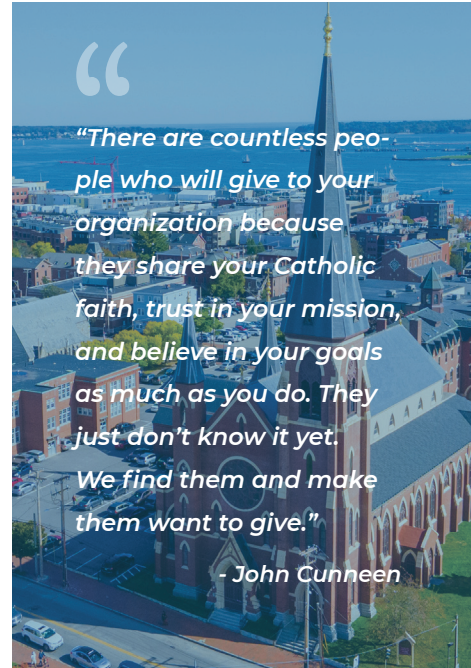
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Michael Desroches

**PARTNER, VICE PRESIDENT
CLIENT ENGAGEMENT AND COMMUNICATIONS STRATEGY**

Michael's 25+ years as a discovery-focused executive marketing consultant, influential brand strategist and creative director for nonprofits and corporations have taught him that recapturing momentum is always a matter of purpose and telling stories that rally others to action. Easy decisions are a thing of the past, but when you connect through purpose, every decision becomes clear.



“

“There are countless people who will give to your organization because they share your Catholic faith, trust in your mission, and believe in your goals as much as you do. They just don't know it yet.

We find them and make them want to give.”

- John Cunneen

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FAMILY-OWNED BUSINESS

As a family-owned business deeply rooted in Catholic values and fundraising expertise, we promise unwavering commitment to your mission. Our personalized approach to fundraising consulting is built on a 50+ year foundation of trust, integrity, and a shared passion for making a positive impact within the Catholic community. Together, we will navigate the path to sustainable success.

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TEAM



Catherine Cunning

VICE PRESIDENT PHILANTHROPY AND ADVANCEMENT STRATEGIST

Catherine began her professional fundraising career serving under the Rector of Immaculate Conception Seminary as the Director of Development, where she successfully managed their first major capital campaign, raising more than \$10 million for seminarian education. Catherine was the youngest Director and the second woman to hold this position in the Seminary's history. Catherine joined the Cunneen Group in 2012, managing capital campaigns for Catholic parishes on the East Coast. Catherine is experienced in annual funds, direct mail, major gifts and capital campaigns. She has been an invited speaker at the International Catholic Stewardship Conference and the former National Catholic Development Conference.

Catherine holds a Master of Arts in Diplomacy and International Relations and Strategic Communication from Seton Hall University. She serves as a mentor for undergraduate students seeking a nonprofit career path. Catherine, her husband Ed, and their three children live in Middletown, New Jersey. Catherine serves on the Board of her children's school, St. Mary Elementary School and the fundraising committee of Christian Brothers Academy, Lincroft, New Jersey.



Paul Harrington

REGIONAL VICE PRESIDENT

As Regional Vice President of the Cunneen Company, Paul was responsible for sales/marketing activities encompassing multiple dioceses within a wide geographic area and oversaw direct sales representatives working across the country. He personally conducted campaign management for approximately 100 parishes and built and maintained relationships at both the parish and diocesan levels as he forged successful Capital and Stewardship Campaigns.

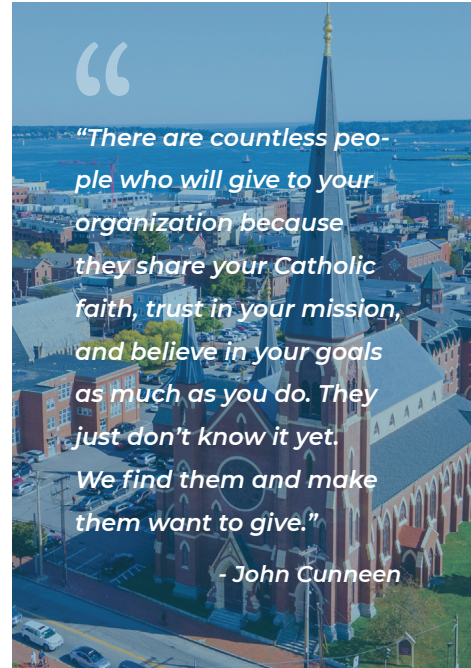


Christina Osborne

CAMPAIGN MANAGER

Christina joined The Cunneen Company in 2002, where she began her fundraising career in project management. Throughout her tenure, she managed hundreds of Stewardship Appeals and Capital Campaigns nationwide. Her unique combination of strategic planning, problem solving, and analytical skills has enabled her to excel in successfully guiding multiple projects. She understands the critical importance of client communication and effective time management to ensure successful campaign completion.

Christina, her husband Scott, their three kids, and their dog call North Haven, Connecticut, home. She is actively involved in her children's school and volunteers in her community. Plus, Christina really loves dogs!



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Take the First Step

Built on a 50+ year foundation of trust, integrity, and a shared passion for making a positive impact within the Catholic community, let us help you navigate the path to sustainable success.



CONTACT

FOR CATHOLIC ORGANIZATIONS

Our personalized approach to fundraising consulting is built on a foundation of trust, integrity, and a shared passion for making a positive impact within the Catholic community. With our guidance, your organization will unlock new avenues of support, cultivate lasting donor relationships, and experience the transformational power of purposeful giving. Take your first step on the path to sustainable success that embodies the spirit of faith, compassion, and generosity by contacting us today.

Location

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HAMDEN, CT 06518

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✉️ JOHNCUNNEEN@CUNNEENGROUP.COM

Contact Michael Desroches

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