



DIOCESE *of* LACROSSE

21 June 2023

To whom it may concern:

May the Lord give you peace.

It is my sincere pleasure to recommend Lynch Development Associates, Inc. This firm has assisted the Diocese of La Crosse with several campaigns over the years but in particular, the past three years. During the height of the Pandemic, we followed their prudent and professional guidance, by executing a 10-week offertory recovery program, **Reunite, Rebuild, Rejoice**. This program resulted in an immediate infusion of revenue and a 15% average increase in offertory for the parishes that participated. A remarkable program at a time when the world was faced with uncertainty.

Toward the end of the pandemic, the Diocese of La Crosse was also faced with some pressing restoration needs for its Cathedral, St. Joseph the Workman. With the encouragement of Kevin and his team, the Diocese embarked on a restoration campaign, **Christ Our Cornerstone**, with a target goal of \$6 million. By implementing a unique three-pronged approach and with the generosity of a \$3 million dollar matching grant, the campaign exceeded its target goal, the Cathedral was able to complete the needed repairs and is now restored to its beauty to inspire all that walk through its doors.

In addition to these two campaigns, Lynch Development Associates completed a diocesan-wide feasibility study that provided the background and inspiration to initiate a capital campaign that will provide financial stability for the future of the Diocese of La Crosse and our parishes. In just a few days, each of our 157 parishes will have completed the **Inspired by the Spirit** campaign. Not only did Kevin and his team meet our goal of \$40 million but we exceeded the goal by more than 16 million dollars! Something that I did not believe was possible!

Kevin Lynch and his team exhibit a level of professionalism and knowledge in designing, building, and managing strategic initiatives that engage and inspire even the most skeptical to participate. His team displays a high level of dedication working with the Pastors and leadership teams on each step of the process from planning to obtaining goals. They generate confidence, strength, and momentum providing hope for the future.

I highly recommend Lynch Development Associates, Inc. for your development needs.

With personal good wishes and prayers, I am,

Bishop William Patrick Callahan
Diocese of La Crosse