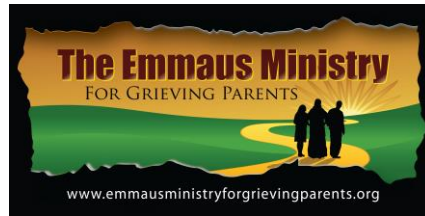




St. Anthony Shrine & Ministry Center



FUNDRAISING PROPOSAL #1

JESUS WEPT MEMORIAL CANDLES FOR DECEASED LOVED ONES

PROPOSAL

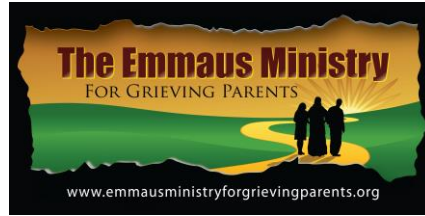
- Purchase two electric floor candle stands of 50 candles each that are specially designed to (a) operate by electric plug only (no off-on button); (b) accommodate small engraved brass plaques for each candle; (c) compliment the style of candle holders currently used in the *Jesus Wept* area.
- Use the vendor, Shrine Design, as the candle stand vendor @ \$120/candle. Note: Stand and candles are payable only as they are sold, so the Shrine has no upfront costs, other than promotion.



- Remove one pew from the “*Jesus Wept*” area of the first floor chapel and replace with the two new candle stands. Current candle stands to the left of the statue would remain as they are.
- Have Diane Monaghan develop a campaign to promote “*Jesus Wept* Memorial Candles” at St. Anthony Shrine & Ministry Center.
 - Encourage donors to memorialize their Loved Ones by donating \$250/year for a candle that will stay continually lit for the entire year in the *Jesus Wept* Shrine in the first floor chapel.



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- Loved Ones memorialized by *Jesus Wept* Memorial Candles will also be specifically mentioned and honored at a special memorial Mass in November each year.
- In addition, the Franciscan Friars will pray for all *Jesus Wept* Memorial Candle Loved Ones each day of the entire year in their morning prayers.
- The Promotion Plan for the candles will include signage/brochures near candle stands; ads in the Shrine's weekly bulletins and lobby flyers; inserts in monthly novena mailings; social media; Shrine's website; email blasts; and one annual mailing to current and potential donors.

PROJECTED PROFIT (LOSS)

Potential Income		Candles Sold	Annual Cost	Total
		100	\$250.00	\$25,000.00
Per Candle/Stand Cost		\$120.00		
Plaque Engraving		\$5.00		
INCOME		Year 1	Year 2	Year 3 +
Sell Rate (To Accommodate Staggered Sales, etc)		50.00%	95.00%	100.00%
Candles Sold		50	95	100
Total Revenue		\$12,500.00	\$23,750.00	\$25,000.00
EXPENSES				
Candles/Stands		\$6,000.00	\$6,000.00	\$0.00
Plaque Engraving		\$250.00	\$475.00	\$500.00
Promotion		1,250.00	1,250.00	1,250.00
Total Expenses		\$7,500.00	\$7,725.00	\$1,750.00
PROFIT		\$5,000.00	\$16,025.00	\$23,250.00