



## Most Holy Trinity Church

57 Buell Lane

East Hampton, NY 11937-3298

Mr. Kevin Lynch  
Lynch Development Associates  
74 New York Avenue, Suite 2  
Huntington, NY 11743

Dear Kevin:

I have now had the pleasure of working with you and your associates in two very different parishes. One a suburban traditional parish, the other a Hamptons resort parish. Two different campaigns: one an increased offertory; the other a capital campaign. Both successful.

I was very pleased with the feasibility study. The research enabled us to get a better sense of the segmentation of our summer/winter communities and effectively tailor the campaign to our unique demographic mix.

The Lynch staff, Megan and Tom, were a pleasure to work with. I always got plenty of notice and coaching in advance of tasks which fell to me. At the same time, they fully respected my role as pastor, and adapted when I felt a particular strategy wouldn't work in our situation. They were personable and well received by my staff and our volunteers.

The results speak for themselves. As a summer parish we were hemmed in by the Memorial Day to Labor Day season. You got the campaign up and running in record time, considering the late approval from the diocese. We went over our million dollar goal a week before deadline, and returns are still coming in strong.

Thank you all for helping me succeed in a task which is not a natural part of my skill set. Thank you for designing a process which is based on broad and proven experience yet tailored to our particular needs and circumstances.

Sincerely,

Rev. Msgr. Donald M. Hanson  
Pastor