



Hello St. Peter Community

Let me introduce myself:
I'm Leslie Guelcher, your new
Director of Advancement and
Marketing.

Right now, I'm guessing you're thinking...

- What is advancement?
- Why do we need a director of it?
- Who is this Leslie Guelcher?

...So, let me tell you...

● Why hire someone for advancement and development?

We've all been bombarded with messages about recession, dwindling stock accounts, and difficult financial times. Unfortunately, our Parish is caught in the same financial realities as we are individually. As a Parish we depend on our investments – and the returns we receive from them. Just as your IRA or pension fund has decreased in value, so have the investments for the Parish. Faced with the smaller return on investment, it was felt that we needed to be proactive in our efforts to ensure the financial stability of both the Parish and School.

● What about the marketing piece? How does that fit?

Marketing is a broad term used to include things like event planning, media relations, communications planning, advertising, sponsorships, social media, websites, and brand management. Many of these items have been going on through the Church and School over the years. A person in charge of marketing will unify all of the items and messages about the Parish and School. Through centralizing all of the diverse activities we will build a stronger foundation for us to grow.

● What are my qualifications?

I believe I have been offered this opportunity because of the combination of my experience, community involvement and dedication to both St. Peter Parish and School.

As many of you know, I have been a parishioner of St. Peter for the better part of my life. I am a graduate of St. Peter Cathedral School. I believe in the mission of the Church and the education received through the School.

I have over 15 years experience working in marketing in Erie. I have served on a number of nonprofit boards, helping them raise money and spread awareness for their causes. I am a graduate of Marymount University of Virginia with a Bachelor of Art degree in Communications. I am currently pursuing my MBA at Penn State Erie.

I am active in the Erie community as a member of Young Erie Professionals and Erie Ambassadors. I am on the executive board for the expERIENCE Children's Museum and serve as editor and designer for Gannon-dale's quarterly newsletter. I was honored as a recipient of YEP's Generation-E Leadership Award in 2007.

● What should you expect in the coming years?

I am excited to begin this endeavor. We will start with organizing all of the activities that are taking place through the Parish and School. Creating a well-financed and secure endowment for the Parish is a high priority. I will be working with the Pastoral Council, Finance Council, and the School Advisory Committee along with the leaders of both the School and Parish to create a wish-list and to-do list. I believe in open and honest communication. You can look forward to hearing from me often.

● Summary

My office is in the new building of the school. I am available to answer any questions you may have or listen to your suggestions. I can be reached by calling the school at 452-2476 extension 227.

I will publish my email address as soon as it is set up and functioning (lguelcher@stpetercathedral.com).

Leslie Guelcher