



CAMPAIGN FAQs

WHY A CAMPAIGN FOR ST. LAWRENCE?

While St. Lawrence has a premier location, facility, and ministry, it's been 20 years since we have seriously invested in connecting the Catholic faith in a more compelling way at KU. The KU brand is hot, and it's time to significantly enhance our presence and capacity.

WHY \$4M NOW?

We have identified an immediate need to invite foot traffic and to improve our visibility at our premiere corner of 15th and Engel Road. We also need to relieve pressure on our annual donors by adding endowment resources to support evangelization that is bearing fruit on campus. There is also a need to refresh lapsed donors and activate new ones through a compelling campaign.

WHAT'S THE TIMELINE?

Pledges are for 2024 and 2025, with dollars to be collected by December 31, 2025. The corner project and others will commence when fully funded, and donors will be kept updated on the progress.

WHAT ABOUT THE ENHANCED ANNUAL FUND?

It's time to invest \$80 per KU student and \$400 per baptized Catholic to present the Catholic faith at KU. With our generous KU Catholic donors, we can fund a \$2M budget that optimizes our presentation of the Catholic faith at KU at a fraction of what higher education usually costs.