

Campaign Planning Assessment

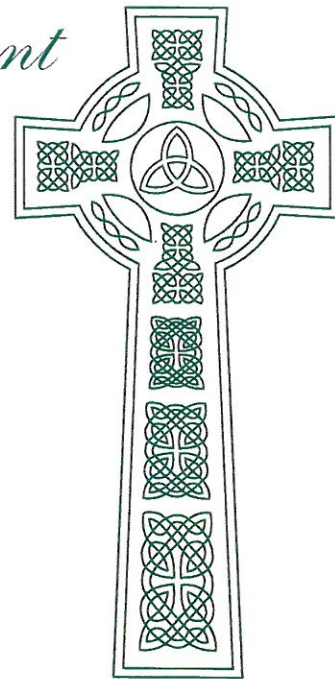
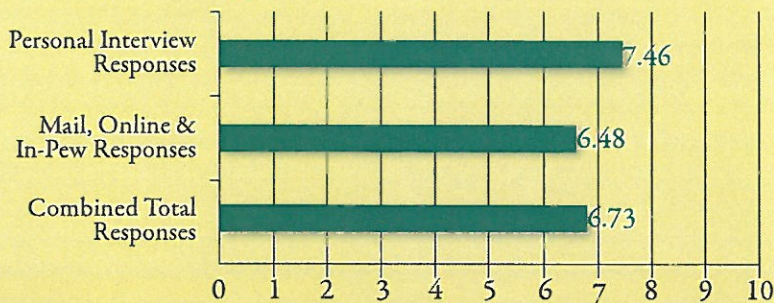
EXECUTIVE SUMMARY

JUNE 4, 2014

Participation

- 70 individuals/couples participated in a personal interview
- 224 completed a mail, online or in-pew survey

Key Findings



**ST. PATRICK
CATHOLIC CHURCH**



Campaign Support

- 81% of respondents indicated that they will make a personal gift to the campaign.
 - 97% of personal interview participants will make a gift.
 - 76% of mail/online and in-pew respondents will make a gift.

Funding Potential

- The Steier Group projects that St. Patrick Parish will raise \$2.3 million – \$2.8 million.

Recommendations

- St. Patrick's leadership should finalize the campaign goals based on the parish's long range planning and the projected funding potential.
- St. Patrick's leadership should continue working with its architect to finalize the plan for the proposed church facility.
- St. Patrick's leadership should continue to investigate financing options for a construction loan. Use the projected funding projection as a guide for initial discussions.
- Recruit a diverse leadership team to work on the campaign. Attempt to secure a 60-75 volunteers to make face-to-face visits with parish families.
- Implement a comprehensive communications plan to keep parishioners informed and lay out the case for support.



Summary of Key Findings
Campaign Planning Assessment
By Steier Group, written 7/15/14

Participation

- 70 personal interviews out of 119 invites = 59% participation
- 224 mail, online and in-pew surveys out of 735 invites = 30% participation (does not include the personal interview candidates)
- Overall participation by the parish = 34% (294 responses/854 invites)
- The Steier Group likes to see a participation rate of about 20%-25% in a parish assessment, so the response by St. Patrick's parishioners was extremely strong

Prioritization Chart

- The survey asked parishioners to rate whether they felt construction of a new church on the Valley View property was a high, medium or low priority
- The rating is based on a ten point scale
- High rating = 10, Medium rating = 5, Low rating = 0; results are then averaged
- The Steier Group rarely sees priorities that rate above 8.0
- Anything in the neighborhood of 6.5-8.0 is considered a high priority
- The 6.73 rating (all respondents) at St. Patrick's tells us the majority of parishioners feel building a new church is necessary

Campaign Support

- 81% of respondents indicated they would make a financial contribution to a campaign – the Steier Group views anything 70% or above as strong support
- 48 volunteers were identified for a campaign, the average in a typical assessment is 44 – so St. Patrick's is right in line with what the Steier Group usually sees

Funding Potential

- The \$2.3 million-\$2.8 million projection is what the Steier Group believes St. Patrick's can raise over the course of a three-year campaign
- The projection is a result of data acquired during the campaign planning assessment, the parish's annual offertory, and other similar projects conducted by the Steier Group