

EXECUTIVE SUMMARY

St. Joseph Catholic Church ***Planning Study: Findings Report*** *Prepared by Guidance In Giving, Inc. (GIG)*

I. Objectives of the Planning Study

- ⌘ To determine parishioner support for a capital campaign to address a component of the proposed Master Plan: Covered Drop off & Parking, New Spiritan Hall, New Parish Center, High School addition and a Safe Room;
- ⌘ To determine whether parishioners feel there are other elements, needs or projects that should be considered by the parish to be included in a campaign;
- ⌘ To identify potential Leadership Gift prospects within the parish and/or local community;
- ⌘ To determine collective financial support from parishioners/families;
- ⌘ To identify possible campaign volunteers, including leadership committee members; and
- ⌘ To identify any potential issues, points of concern, or conflicts within the community.

II. Planning Study Participation

- A. 109 households were personally interviewed by Guidance In Giving, Inc.
- B. 299 additional households participated by returning a Mail Survey
 - 1. 21 of the 299 mail responses were from families slated for an interview.
 - 2. 130 of 166 households invited for an interview have responded.

In summary, a total of 408 of St. Joseph Parish households participated in the study.

III. Summary of Planning Study Findings

If the Campaign proceeds as proposed, will you support Fr. John and the St. Joseph Parish Community to the best of your ability to help ensure that the campaign is successful?

<i>Response</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
Yes	98%	75%	81%
No	1%	8%	6%
Unsure	1%	15%	12%
No Response	0%	2%	1%

98% of Interview Participants and 81% of Overall Participants

Indicated They Would Support the Campaign.

Only 6% Said They Would Be Unable/Unwilling To Participate.

12% Indicated They Were Unsure or Needed More Information.

Of the four projects, how would you rate them in terms of priority?

<i>Priority Order</i>	<i>Project</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
#1	A	68%	44%	51%
	B	6%	12%	10%
	C	2%	20%	20%
	D	8%	23%	19%

<i>Priority Order</i>	<i>Project</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
#2	A	19%	10%	13%
	B	42%	23%	28%
	C	22%	31%	28%
	D	17%	34%	29%

<i>Priority Order</i>	<i>Project</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
#3	A	11%	23%	19%
	B	29%	29%	29%
	C	36%	26%	29%
	D	23%	19%	29%

<i>Priority Order</i>	<i>Project</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
#4	A	2%	21%	15%
	B	23%	33%	30%
	C	20%	21%	21%
	D	54%	23%	31%

- A- Covered Drop Off / New Spiritan Hall**
- B- New Parish Hall**
- C- High School Addition**
- D- Safe Room**

Do you think building new or renovating Spiritan Hall would serve the parish through the long term?

<i>Response</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
NEW	91%	51%	62%
RENOVATE	7%	23%	19%
Unsure	2%	22%	16%
No Response/NONE	0	4%	>3%

Do you think building new or renovating the Parish Hall would serve the parish through the long term?

<i>Response</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
NEW	50%	29%	34%
RENOVATE	43%	47%	46%
Unsure	7%	20%	17%
No Response/NONE	0	4%	3%

Are there other needs you feel should be addressed by the parish at this time?

Overall, a majority of Study respondents answered “No”.

Other needs identified included:

- *As an alternative idea: tear down both the Spiritan and Parish Halls and build one multipurpose building that serves the current and future needs being envisioned by building two separate buildings. The whole approach to the campus from College Ave. And the town should be opened up and made more welcoming.*
- *A new High School. Planning for the future, might want to be considered.*
- *Changing the campus streets to one-way should add significant parking and limit access.*
- *I think more should be spent on faith formation class for public school kids; teachers should be paid.*
- *Leak causing paint to peel in Adoration Chapel to the right behind the altar, recover kneelers in chapel.*
- *Signage!! What's what and where is everything?*
- *Better interaction of members visiting before Mass starts and after*
- *Bigger cry room*
- *Has the railroad crossing been looked at for possible safety upgrades?*
- *Has thought been given to buying the Conway Block property for a multipurpose facility?*
- *Handicapped entrance to chapel. More lights around parish campus.*
- *Childcare at Mass and meetings*
- *Driveway needs to be addressed, parking lot bumpers, drainage on side of the church*
- *Middle School needs a covered space for drop off and pick up. The old white building behind the primary school needs renovation.*

Would you be willing to volunteer your time to a campaign to fund this project?

<i>Response</i>	<i>Interview</i>	<i>Mail Survey</i>	<i>Overall</i>
Yes	72%	17%	32%
No	16%	41%	34%
Unsure	12%	35%	29%
No Response	0%	7%	5%

What would you estimate your family contribution to be over a 3-year period?

Summary of Gift Responses Given

Gift Ranges	Interview	Mail Survey	Overall
\$100,000	1	0	1(\$100,000)
\$50,000	2	0	2(\$100,000)
\$30,000	3	0	3 (\$90,000)
\$25,000	3	1	4 (\$100,000)
\$20,000	3	0	3 (\$60,000)
\$18,000	1	1	2(\$36,000)
\$15,000	4	0	4 (\$60,000)
\$10,000	21	5	26 (\$260,000)
\$5,001 – \$9,999	9	0	9 (\$60,700)
\$5,000	11 (\$55,000)	18 (\$90,000)	29 (\$145,000)
\$4,000	0	50	50 (\$200,000)
\$3,600	5(\$18,000)	8 (\$28,800)	13 (\$46,800)
\$3,000– \$3,599	5(\$15,000)	19 (\$57,120)	24 (\$72,120)
\$1,000 - \$2,999	3 (\$6,300)	38 (\$56,800)	41 (\$63,100)
\$1 to \$999	0	6 (\$2,200)	6 (\$2,200)
No Pledge or Gift Indicated	18	153	191
Average Pledge / Gift	\$11,421	\$3,363	\$5,991
TOTALS	71 (\$868,000)	146 (\$527,920)	217 (\$1,395,920)

These very positive financial responses assisted Guidance In Giving, Inc. in producing the following recommendation of what amount the parish may be able to raise in a successful capital campaign.

IV. Summary of Study Recommendations

- ✚ It is the recommendation of Guidance In Giving, Inc., that St. Joseph Catholic Church has the ability to proceed with a parish-wide capital campaign with the goal/potential of raising **-\$3,000,000** in 3-year pledges.
- ✚ An empowered and dedicated Campaign Committee should be assembled. This committee, along with Fr. John and the Pastoral Staff, will be intricately involved in planning the events of the campaign as well as promoting the campaign to all members of St. Joseph Parish.
- ✚ St. Joseph Pastoral Staff and parish leaders should carefully review the Feasibility Study Findings Report and commentary reported by the 408 current study respondents. These findings provide insight on the feelings, opinions, perceptions and concerns that are present in the parish community in reference to not only the proposed Development and Improvement Project but also about parish-life in general.

V. Conclusion

Guidance In Giving, Inc. believes that there is definitely a high level of support and potential for a capital campaign to raise funds for the construction and or renovations. Please keep in mind the very important distinction between **what we believe the parish can raise** if it follows our proven methodology... and **what the parish will, (in the final analysis) need** to make improvements to the campus.

For St. Joseph Catholic Church to achieve the it's true **fundraising potential** – *especially in the area of Leadership Gift prospects* – it will take a concerted effort on the part of all, based upon the principles of Catholic stewardship, including a generous response, a willing involvement, and an optimistic atmosphere. The program outlined in our initial Capital Campaign Proposal is challenging as it seeks to meet the immediate and long-term temporal and spiritual needs of St. Joseph Church community.