



St. Patrick Church is pleased to share this Executive Summary of the Feasibility Study findings from private interviews conducted with fifty-five parishioners over the past several months. Please accept our gratitude for your interest and participation in this critical program and for considering it an important priority.

St. Patrick Church aspires to preserve our church and its buildings so that we can accommodate and preserve our treasured faith community for future generations. Our plans are aimed at rebuilding our aging Parish Center.

To achieve our vision, St. Patrick retained CCS to conduct private conversations with members of our community to assess many factors relating to conducting an inspiring fundraising campaign to support these objectives.

This summer, CCS conducted fifty-five (55) personal interviews and was effective in engaging seventy-five (75) individuals about achieving our upcoming goals. Additionally, the parish received 114 responses to the survey that was distributed to parishioners. This participation served invaluable in learning your thoughts on the current state of our parish and planning for the future.

Prior to meeting with a representative from CCS, interviewees received a Preliminary Case for Support detailing proposed campaign initiatives. The following preliminary campaign objectives were discussed at length with individuals:

Build a New Parish Center

1. Connection between the Church and Parish Center
2. Designated spaces for faith formation
3. Parish hall fit for community gatherings
4. Multi-purpose rooms to accommodate parish life
5. Parish offices

The participation of the interviewees positioned CCS to provide key findings related to the financial viability of a campaign, timing and priorities by gathering information on various subjects including:

- Awareness of the planning process;
- Specific reactions to the proposed plans of building a new Parish Center;
- Feasibility of conducting a campaign to raise upwards of \$4 million;
- Identification of potential campaign leaders and prospective donors who may consider philanthropic investments; and
- Personal consideration of philanthropic support and willingness to lead, serve on a committee, identify potential new donors, host events, and solicit support from peers.

On the next page, please find the key findings of our feasibility study.

Study Leadership

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St. Patrick Church – Feasibility Study Executive Summary of Findings

Key Findings

1. Study participants are excited about the proposed plans for a new Parish Center. Seventy-one percent (71%) feel positively about the plans presented in the preliminary case for support.
2. Seventy-two percent (72%) of survey respondents feel positively about St. Patrick Church starting a capital campaign.
3. There is a desire amongst participants to be proud of their parish facilities and be able to use them accordingly. Interviewees were in agreement that renovating the Parish Center is necessary.
4. Those interviewed are pleased with the direction and dynamic leadership of the parish. Eighty percent (80%) are supportive of the parish and view it as generous, intimate, and historic.
5. Respondents are generally uncertain as to whether \$4,000,000 is a realistic campaign goal. 45% feel that it is attainable, while 48% are unsure. 7% do not believe it is attainable.
6. The physical connection between the church and Parish Center was ranked as the highest priority among 45% of participants. Rooms for faith formation (25%) were ranked as the second highest priority, with a new parish hall ranking slightly lower as the third highest priority (20%).
7. While multi-purpose rooms were viewed as necessary components of a new Parish Center, they were ranked as a lower priority overall. Respondents (44%) ranked moving the parish offices to the new Parish Center as the lowest priority presented in the plan.
8. Over eighty percent (80%) of participants indicated that they would make a gift to the capital campaign.
9. More than half of those interviewed stated that they would serve on a campaign committee.
10. Participants identified sixty-six (66) potential candidates who they felt would be willing to fulfill various campaign leadership and volunteer positions. Twenty-one (21) individuals were cited more than two times.
11. Out of the 66 volunteers nominated, thirty-two (32) were interviewed and twenty-eight (28) made a personal indication that they would consider serving as a leader, committee member, or soliciting gifts.
12. Twenty-four percent (24%) of those interviewed described St. Patrick Church as a generous parish with a potential major donor base.
13. Respondents identified seven (7) potential donors that they felt might have the capacity to consider six-figure gifts in the proposed campaign. Three (3) of seven (7) identified were mentioned more than once.
14. St. Patrick Church is a philanthropic priority among interviewees. Ninety percent (90%) of participants consider St. Patrick Church a top 3 philanthropic priority.
15. Three (3) of those interviewed stated that St. Patrick Church is in their estate plans.
16. Eleven (11) respondents stated that they would consider remembering St. Patrick Church in their estate plans.
17. Preliminary giving considerations from participants support a “working goal” of \$2,500,000 to \$3,000,000. This goal can be confirmed or increased following the receipt of the first fifteen (15) confirmed gifts or pledges.
18. There is willingness among interviewees to participate in a variety of campaign leadership and volunteer roles including soliciting others, hosting a reception, or providing introductions to potential donors.
19. Competing capital campaigns in the Mystic area, parish consolidation or clustering, and economic hardship were all identified as potential campaign obstacles.
20. A number of participants applauded St. Patrick on the efforts undertaken recently to build a new parish center.