



## Feasibility Study Results Report

Greater Mission, LLC, a development services firm dedicated to serving the mission advancement of the Church throughout the nation, conducted a feasibility study for a campaign to raise funds for a much-needed capital expansion. The findings of this Study will help this visionary parish to determine:

- **if a campaign should be conducted,**
- **how much could possibly be raised,**
- **how the case for expansion will resonate best with potential donors,**
- **who some of the more significant leaders and donors may be,**
- **how the campaign can lift the parish to a greater unity and enthusiasm for fulfilling its remarkable mission potential.**

The Feasibility Study was introduced to the parish by the pastor, Fr. Michael Jones, on the weekend of March 25th and 26th at all Masses with remarks during the homily. The concept designs shared that weekend as well as the text and audio of the message can be found [HERE](#).

# The Feasibility Study

There were four main components to the Feasibility Study:

- 1. The Constituent Study**
- 2. Staff and Council Meetings**
- 3. Leadership Interviews**
- 4. Parish-wide Survey**

## THE CONSTITUENT STUDY

The Constituent Study synthesized and organized parish information about parishioner giving, leadership involvement, and public information regarding external gift capacity indicators. A total 909 parish constituents were assembled into a master list including those who gave \$50 or more to the offertory over one of the previous two years, those who gave \$500 or more to the Cardinal's Appeal in one of the last three years, and those who gave \$5,000 or more to the 'Forward in Faith' capital campaign of the Archdiocese. The staff was invited to identify key ministry leaders in the parish and that data was captured in the master list.

## STAFF & COUNCIL MEETINGS

There was a high level of collaboration with the parish staff, especially Fr. Mike Jones and Jena Parks (parish accountant), throughout the process. Additional staff were engaged in meetings and provided their input regarding the pastoral impact of the projects and the identification of key ministry leaders. Meetings also took place with the parish Finance Council members, most of whom were also interviewed individually.

## LEADERSHIP INTERVIEWS

Forty-three parishioners were invited to participate in a Feasibility Study Interview. Twenty-eight leadership interviews were conducted from April 7th to April 18th, many with both spouses present.

The comments secured through the interview process reveal a great deal of support for Fr. Mike and the new initiatives. The projects as designed were received with high positivity. However there were numerous interviewees who expressed concern about the overall financial strength of the parish and the trends involving loss of longtime, active parishioners. A good number of people felt that the parish should consider phasing the projects. Everyone interviewed said 'yes' when asked if they would support the campaign.

One person indicated the ability to consider a leadership gift at the top of the chart (\$250,000). There was a fair representation of giving potential in the mid lead tier level (\$10,000-\$35,000) and at the participation tier level (\$1,500-\$6,000). The combination of concerns about finances, aging trends in the parish, and the lack of depth in high-end leadership giving suggest that a parish campaign can be successful at a more moderate goal level. Anticipating total project costs of \$3 million, a goal chart of \$2.5 million was presented, incorporating the possibility of borrowing some funds over time. While some felt it was possible to meet the goal, numerous participants expressed concern about the achievability of reaching the \$2.5 million goal.

## PARISH-WIDE SURVEY RESULTS REPORT

A total of 527 surveys were completed by parishioners, including 134 who completed the survey online. This is a very good representation. A copy of the survey used can be found [HERE](#).

Clearly, the number one project priority is the reconfiguration of the entranceway with additional restrooms. The other three parts of the expansion plan were virtually tied with Cafe Pius slightly ahead followed by the Multi-purpose room and expanded SLAM (children's worship) and new babysitting space.

The overall spirit and confidence level was fairly high in the parish community for the capital campaign. Two-thirds were 'confident' while one-third were either 'unsure' or 'not confident'. The support for phasing of the different elements of the expansion project (if needed) was very high at 80% with 23% 'unsure' and only 7% indicating 'no'.

Nearly one-third said they would volunteer to assist with the capital campaign. Two-thirds said they would give to the capital campaign, another 24% were 'unsure' they would give and only 9% said 'no' to giving.

## **Analysis & Recommendations**

St. Pius X parish has made some great strides forward in terms of its mission and ministry. The parish has not avoided the loss of generous and involved parishioners due to death or transfer into assisted living/nursing care facilities that is common for most Catholic Churches today. Some others have left because they did not approve of changes made in pastoral programming or staff. However, many new, young families have been attracted to the parish because of the progressive new approaches to ministry and there is an increasing diversity in the parish as well.

The overall response to the plans was generally positive. There were many additional ideas offered. The stage is set to move forward with a campaign.

Based on all the data collected during the Study, Greater Mission is making these recommendations:

- 1. Create a Campaign Case for Support for an expanded entranceway and Café Pius,**
- 2. Propose a Facilities Plan for a Phase 1 Campaign,**
- 3. Set a goal of \$2 million for the Parish Campaign,**
- 4. Plan the Campaign and revised Facilities Plan in summer with campaign start in the fall,**
- 5. Professional Counsel & Staffing of campaign recommended**

### **Create a Campaign Case for Support for and expanded entranceway and Café Pius**

A Campaign Case for Support should be created to accomplish the top two priorities cited in the Survey – Reconfiguring the front entranceway that would also add handicap accessible restrooms and the addition of a new space to accommodate Café Pius and ministry functions.

### **Propose a Facilities Plan for a Phase 1 Campaign**

The parish staff should collaborate with its architect and lay leaders to propose a facilities plan based on parishioner feedback for what can be achieved in a Phase 1 Campaign.

### **Set a goal of \$2 million for the Parish Campaign**

A goal of \$2 million is recommended to be set for the parish campaign. This goal is still more than two times the parish income and is more in line with parish capacity. Phasing the project and focusing on the highest parishioner priorities will engender good will and confidence among the faithful. It will demonstrate responsiveness and prudence by the parish leadership.

### **Plan the Campaign and revised Facilities Plan in summer with a campaign start in the fall**

Planning for the campaign is recommended to coincide with the revised project planning over the summer with the active solicitation efforts of the campaign taking place this fall.

### **Professional Counsel & Staffing of campaign recommended**

It is recommended that Professional Counsel and Staffing of the design and execution of a capital campaign be secured to help the parish maximize its potential for success.