

# Pre-Campaign Study Report Summary

## Saint Maximilian Kolbe Parish

*Marmora, NJ*



December 2025

**RUOTOLO**  
**ASSOCIATES**  
PHILANTHROPIC COUNSEL SINCE 1979

# Purpose of the Pre-Campaign Study

- To engage parishioners of St. Maximilian Kolbe Parish, particularly those most active, supportive, and engaged.
- To determine strengths, weaknesses, and overall image of St. Maximilian Kolbe Parish.
- To gauge receptivity of parishioners toward the Statement of Need.
- To determine philanthropic potential for a capital campaign.
- To define an approach for fundraising.
- To define the approach in structuring and communicating a capital campaign.
- To determine likely strategic issues that may impact the implementation of the capital campaign.
- To identify prospective volunteer leadership.

# Methodology

- Ruotolo Associates (RA) was retained by St. Maximilian Kolbe Parish (SMK) in September 2025 to conduct a Pre-Campaign Study. The study concluded in November 2025.
- Over 100 families received a personal invitation to an interview and 90 families received a personal invitation to the focus group.
- A total of **42 interviews** were conducted.
- **One focus group** was held. **18 parishioners** participated in the focus group.
- All other parishioners were invited to participate in a survey. The survey was made available both electronically and in-pew. There were a total of **85 responses**.

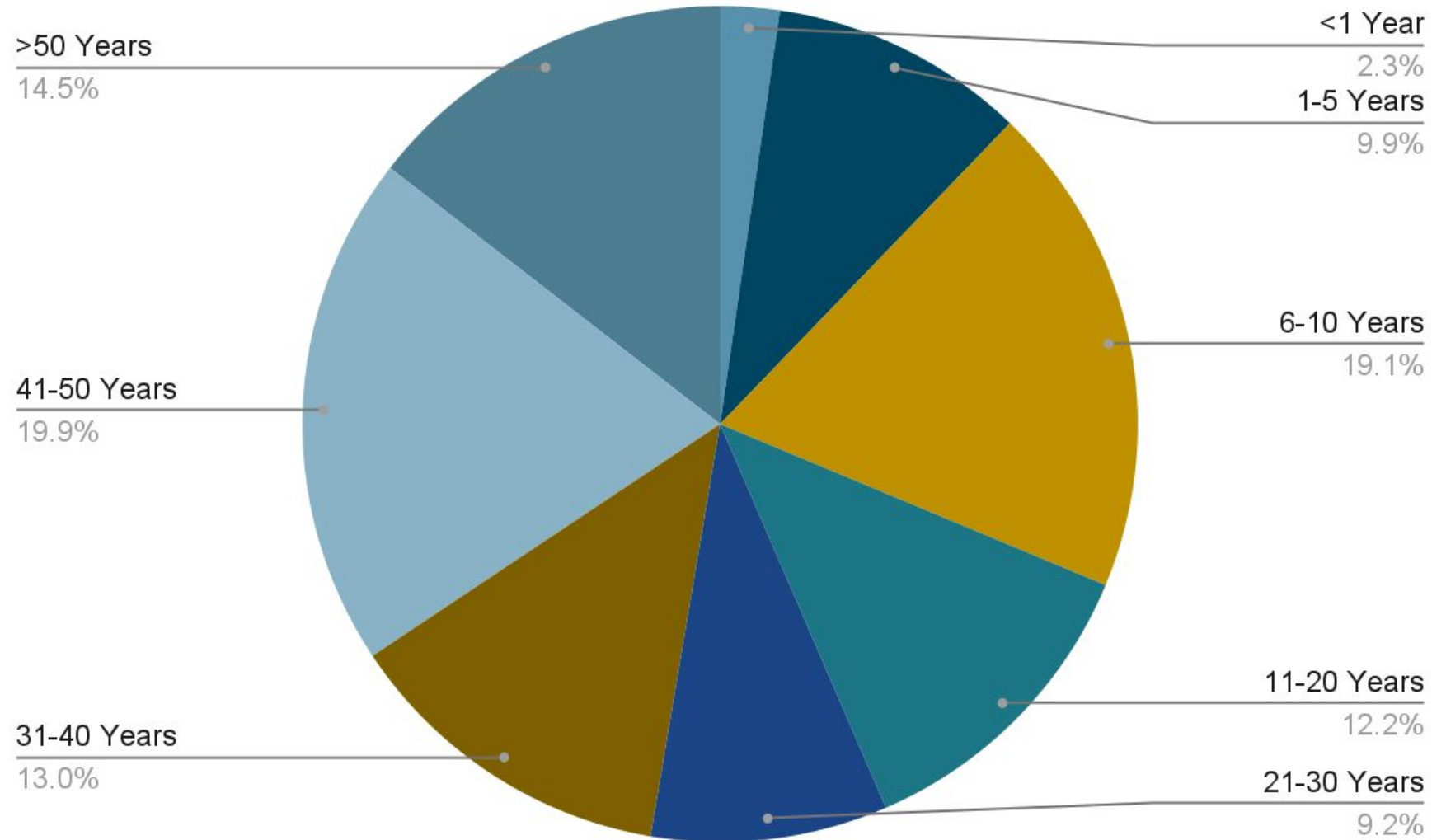
# Methodology *(continued)*

- In total, **139 SMK parish families participated** in the study.
- According to the past fiscal year (2024):
  - The parish consists of approximately 1124 registered families
  - Approximately 570 families contributed to the regular offertory.
  - Annual offertory is approximately \$506,985.
  - Roughly 387 families (68%) are considered financially active by RA (\$260 per year toward the regular offertory); they account for 96% of the regular offertory.
  - The largest annual contribution from a single household was \$15,010 with an approximate average gift of \$890.

# KEY HIGHLIGHTS

# Participants - Involvement

Participants were asked how long they have been parishioners at SMK.



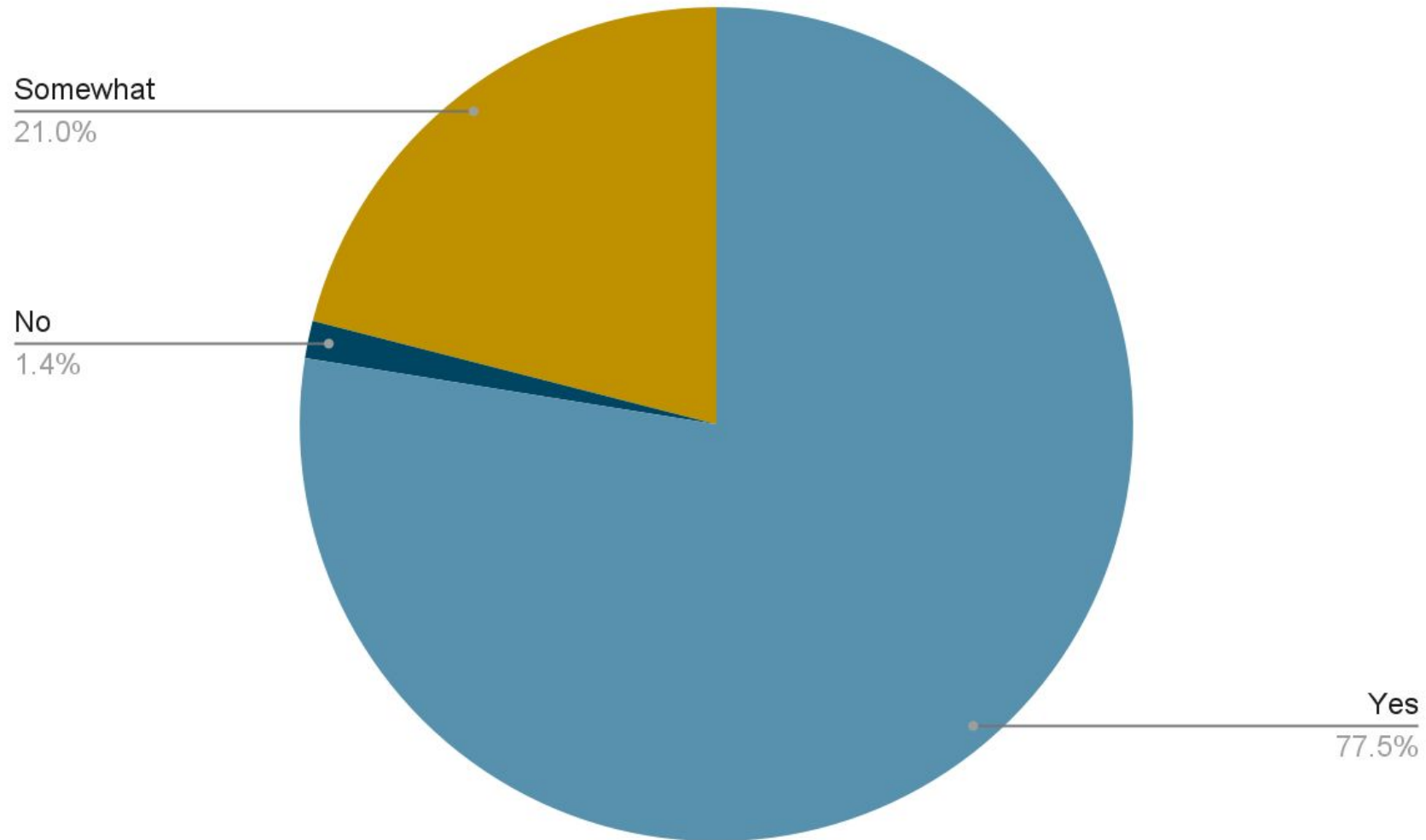
# Perception

Overall, St. Maximilian Kolbe Parish is perceived as a faithful community that is active, vibrant, welcoming, close-knit and with outstanding and supportive leadership.



# Perception – Satisfaction

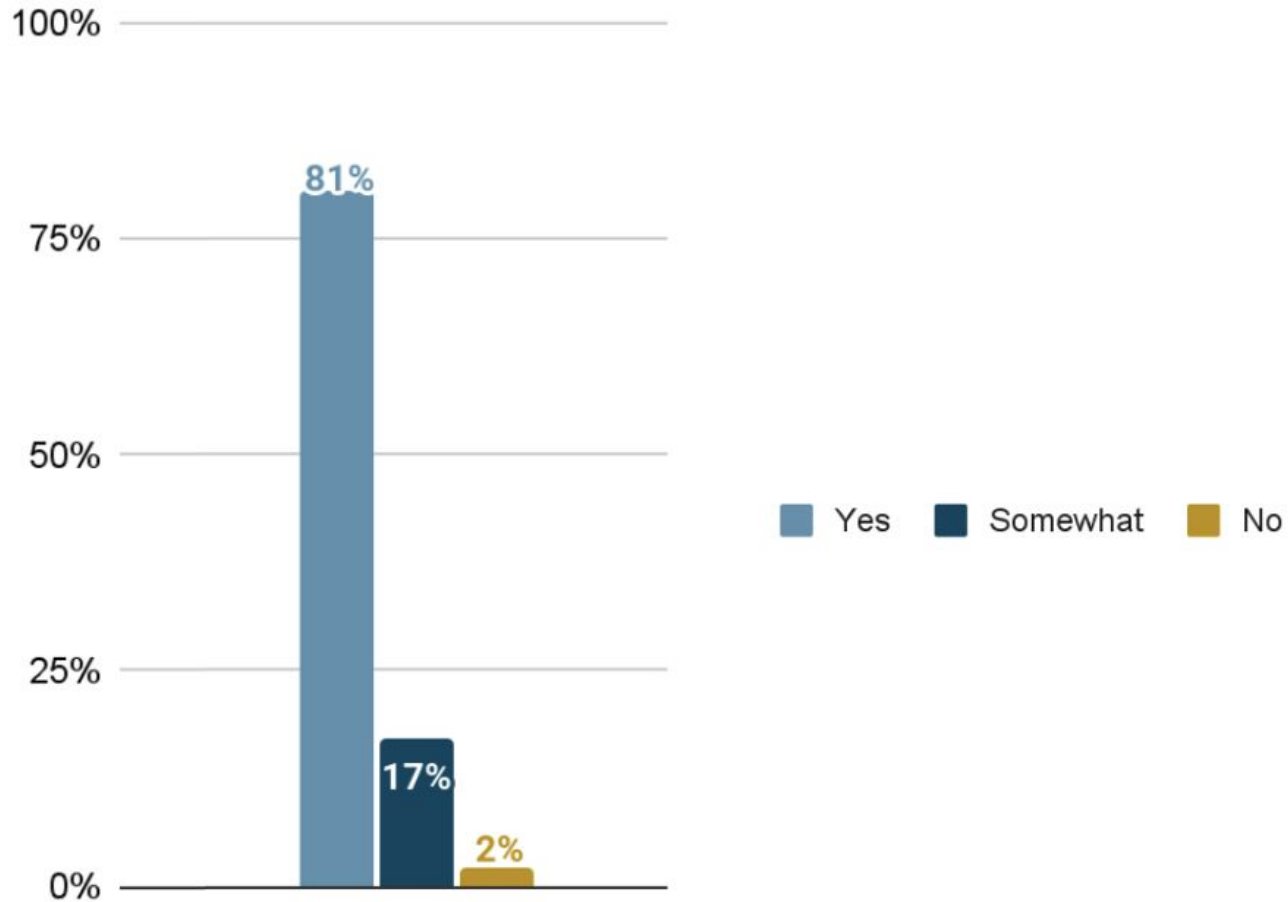
Participants were asked if they feel their needs (spiritual, ministerial, pastoral, fellowship) are met by the parish.





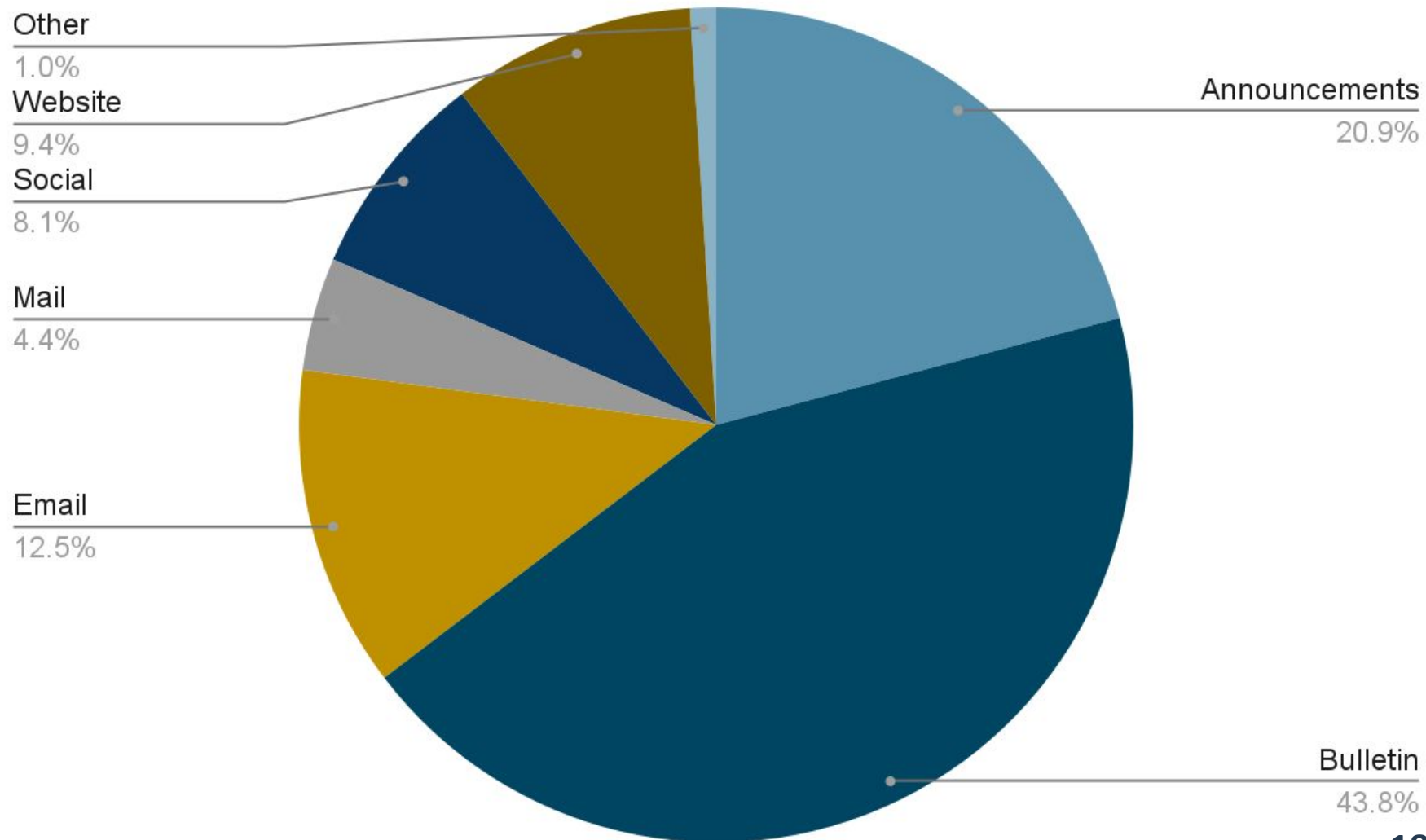
# Perception – Communication

Participants were asked if they believe SMK communicates effectively with them, keeping them up to date of events and things that are happening at the parish.



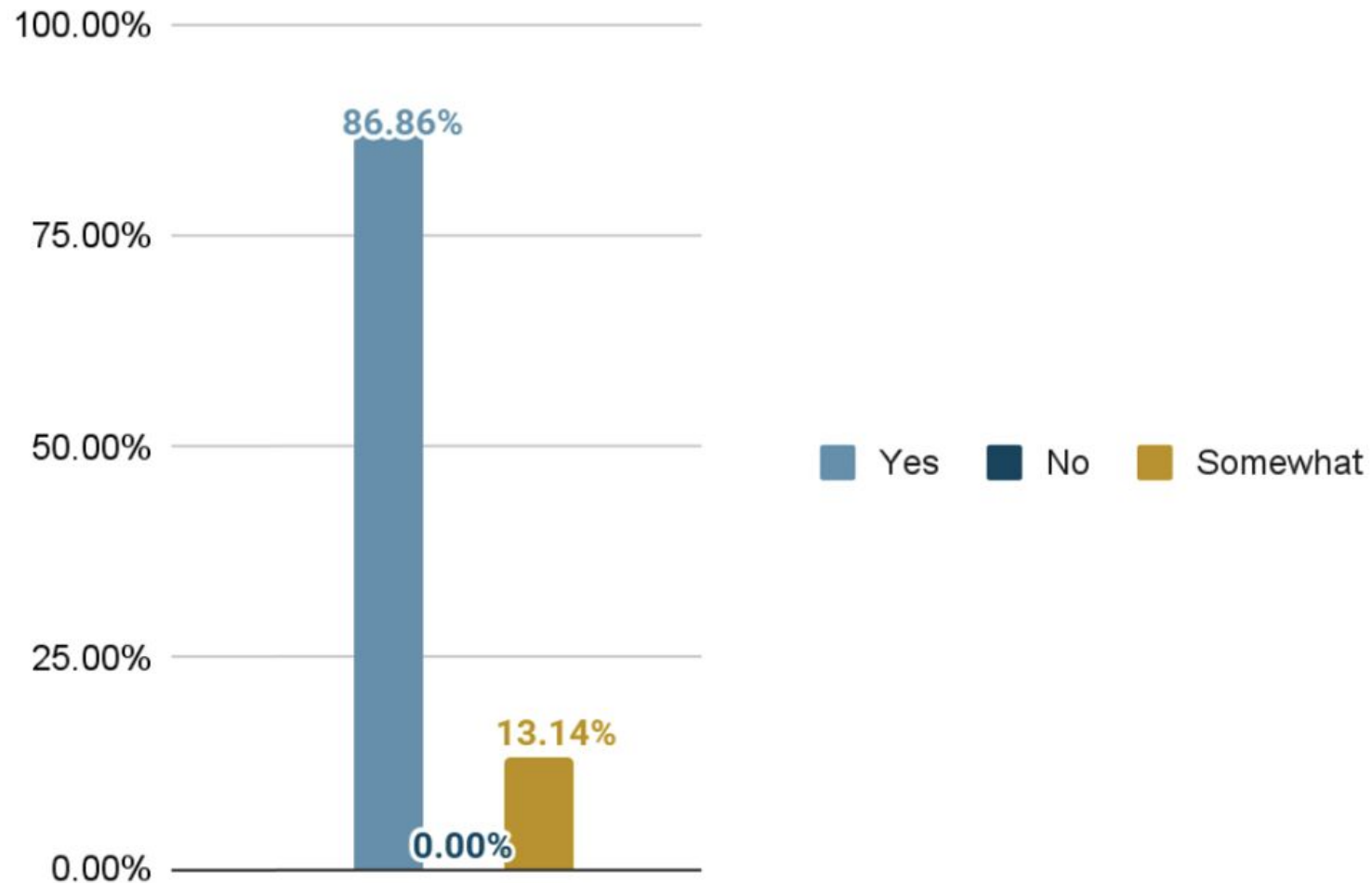
## Perception - Communication *(continued)*

Participants were also asked to identify their preferred methods of communication with the parish.



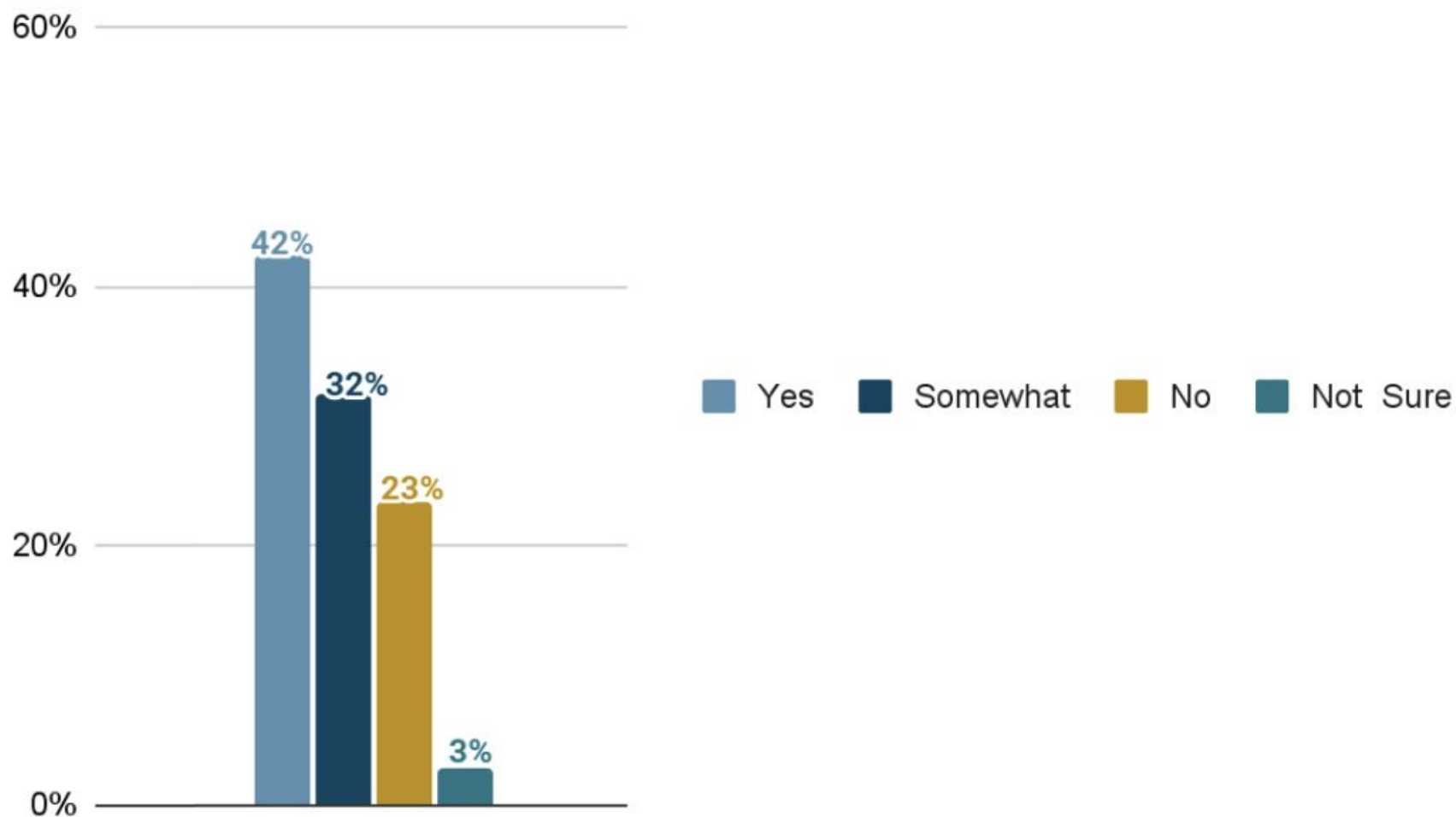
# Perception – Management

Participants were asked if they believe SMK is well-managed.



# Statement of Need – Perceived Need

Participants were asked to determine if they believe the *Statement of Need* reflects the needs of SMK.



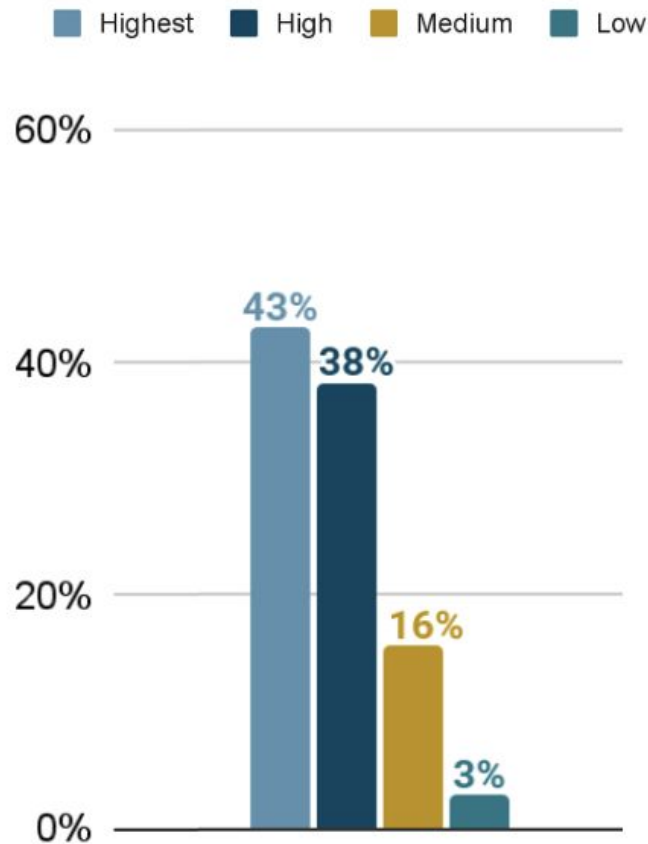
# Project Prioritization

Participants were asked to rank individual projects, from 1 through 10, based on which are most important or of highest priority to them.

Priority	Project
1	Church Entrance
2	Pews
3	Roof

# Philanthropic Priorities

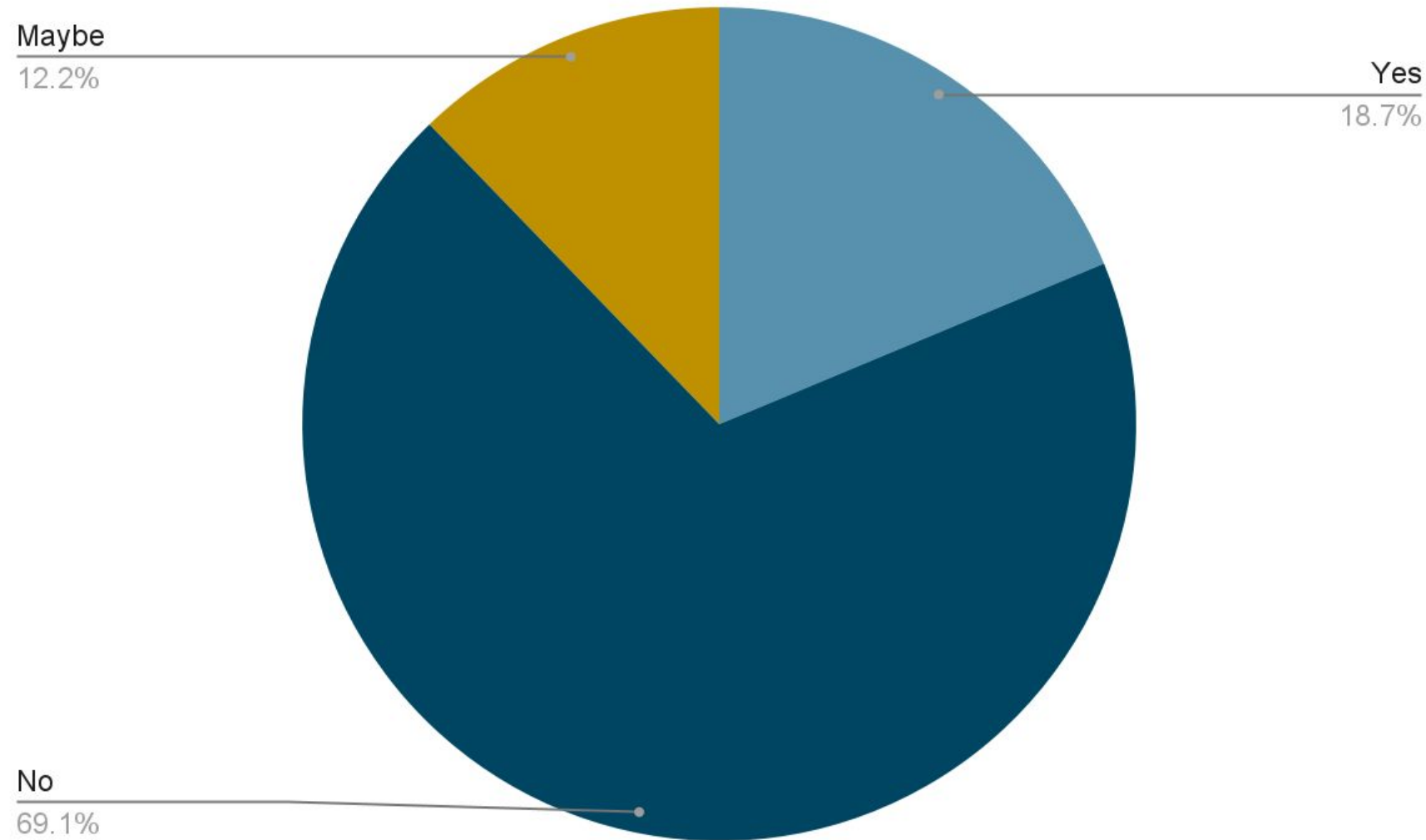
Participants were asked to rank SMK among their philanthropic priorities (Highest, High, Medium, Low). Some families did not provide an answer. Overall, **81%** ranked it “Highest” or “High”.



- 80% of parishioners said they will or may consider supporting a capital campaign for the proposed projects, in addition to their current contribution to the parish.
- The average gift indication shared in the study was in the range of \$7,000 – \$10,400.

# Volunteer Potential

All study participants were asked if they would consider volunteering for the campaign.



**NOTE:**  
8 families indicated “yes” and 11 families indicated “maybe” to chairing or co-chairing the campaign

# RUOTOLO ASSOCIATES

PHILANTHROPIC COUNSEL SINCE 1979

Corporate Headquarters  
143 E. Ridgewood Ave. #667  
Ridgewood, NJ 07450

[ruotoloassociates.com](http://ruotoloassociates.com)



THE  
Giving  
Institute™  
Shared intelligence.  
For the greater good.