

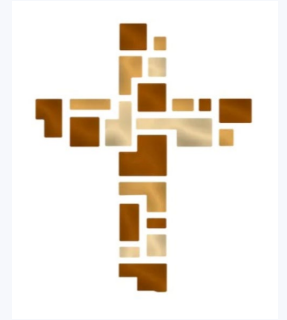


ST. AGNES CATHOLIC CHURCH  
& ST. JOHN PAUL II MISSION

## Feasibility & Planning Study Results

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# Why the feasibility study?



## Critical First Step

Determine Climate for Fundraising

Determine Steward & Leadership Potential

Determine Financial Potential

Best Ways to Package/Promote Campaign

# Study Process – 5 Steps



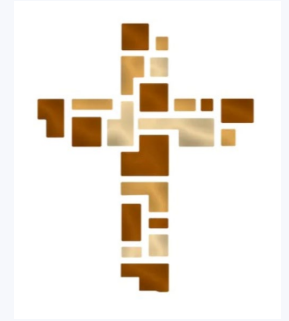
1. **First Visit** – Tour, Understand Culture, Develop Draft Case Statement and Survey Questions
2. **Personal & Confidential Interviews** – 102 persons
3. **Create Online Survey** – 355 respondents
4. **Compile/Analyze All Results**
5. **Present Final Study Report**

# Questions Asked

- Satisfaction with St. Agnes
- Level of Information
- Overall Importance
- Importance of Individual Components
- Awareness of Fundraising Campaign
- Acceptance of Fundraising Campaign
- Realistic Amount Raised by St. Agnes
- **Best Leaders for Campaign (NOT IN ONLINE SURVEY)**
- **Members Capable of Big Gifts (NOT IN ONLINE SURVEY)**
- **Possible External Donors (NOT IN ONLINE SURVEY)**
- Consider Campaign Leadership Role
- Consider Campaign Work Role
- Consider Personal Gift
- Range of Personal Gift
- Other Campaigns in Community
- Other Comments, Observations, & Suggestions



# Conclusions – Satisfaction with St. Agnes



- Very Satisfied/Satisfied – 98% personal interviews; 96% survey respondents
- Key Areas of Satisfaction:
  - Pastoral Leadership
  - Parish Pride & Loyalty
  - Welcoming Culture & Community Vibrancy

Conducive for a Successful Campaign



# Conclusions – Project Acceptance/Awareness

- **New School:** 92% interviews; 85% survey respondents – very important or important
- **New Mission Church:** 89% interviews; 85% survey respondents – very important or important
- **Parish Center Improvements:** 75% interviews; 74% survey respondents – very important or important
- **New Music Room:** 48% interviews; 50% survey respondents – very important or important
- **Multi-Use Recreation & Parking:** 40% interviews; 50% survey respondents – very important or important

# Conclusions – Campaign Acceptance/Awareness



- **Awareness:** 77% interviews; 50% survey respondents – knew a campaign is coming
- **Acceptance:**– 78% interviews; 73% survey respondents – acceptance is excellent or good
- **Giving:** 98% interviews; 96% survey respondents – will consider or make a gift to the campaign

High Level of Support – Underscores Moving Forward

# Conclusions – Steward/Leadership Potential



**Rule of Thumb – 1 Steward per 10 Contributing Households of \$1,000 or more**  
**97 Stewards Ideally Needed**

- 13 Potential Stewards Recommended Multiple Times | 6 were interviewed, 4 were willing to lead
- 6 Potential Stewards Recommended 3X or More | 3 were interviewed, 2 were willing to lead
- 3 Potential Stewards Recommended 5X or More | 1 was interviewed, 1 was willing to lead
- 63% of survey respondents willing to work in the campaign

**Prospects for Securing Quality AND Quantity is Promising**

# Conclusions – Financial Potential



## **Considerations: Church Satisfaction, Project/Campaign Acceptance, Leadership Potential, Gift Levels Indicated and Opinion of Church Members**

- 63% of interviewees – minimum of \$11.45 million can be raised
- **Specified Gift Range in Interviews - \$2.34 – \$5.4 million**
- \$3.64 million annual offering
- Average of indicators - \$10.79 million

**Potential to raise at minimum - \$10.5 million**

# Recommendations



## Complete the project and fundraising in multiple phases. Most practical actions:

- Begin planning & organizational work ASAP | Facilitates campaign completion by Q2 2027
- Develop communication materials & plans addressing FAQs
- Conduct Leadership & Pacesetting Gift (LPG) Phase | Extra time to seek and secure largest lead gifts to position St. Agnes for optimal results
  - Other Walsh campaign experience: LPG has resulted in 1.5X annual offering
- **Minimum Goal - \$10.5 million**
- **Challenge Goal - \$12.75 million**
- **Ultimate Goal - \$15.0 million**

# Recommendations



## Complete the project and fundraising in multiple phases. Most practical actions:

- Secure concrete cost estimates
- Focus on New School & Mission Church as top priorities | Parish Center improvements 2nd
- Recognize all donors in a highly visible manner
- Work with Walsh to accomplish the following:
  - Develop ‘giving opportunities’ – ideas for what gift levels enable St. Agnes to accomplish
  - Promote planned gifts – attractive to older members and facilitate larger gifts
  - Conduct member census to gain more extensive contact information
  - Implement a formal stewardship program at St. Agnes



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*Feasibility Study Results Facilitate Faithful Next Steps*