

Readiness Assessment Report

for



Our Lady of the Presentation Catholic Church Lee's Summit, Missouri

August 2009



Building a Culture of Generosity
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READINESS ASSESSMENT REPORT
Our Lady of the Presentation Parish

August 2009

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August 19, 2009

Fr. Michael Clary, Pastor
Jane Krawczyk, Stewardship & Development Coordinator
Rex Scott, Parish Administrator/Business & Operations Manager
Our Lady of the Presentation Parish
130 NW Murray Road
Lee's Summit, MO 64081

Dear Fr. Clary, Ms. Krawczyk and Mr. Scott:

Thank you for inviting The Church Development Foundation to conduct a readiness assessment for Our Lady of the Presentation Parish (Presentation). It is a wise community of faith that seeks the opinions and feelings of its parishioners before deciding to conduct a capital campaign. Roughly 20% of your parish households participated in this assessment. The assessment provides you with valuable information that is essential in determining the perceived need for a campaign, its timing, and the likelihood of its success.

Included in the following report is an executive summary, an internal assessment, a list of findings, recommendations, the raw data compiled from the 32 parishioners interviewed and the 513 surveys that were completed on-line or in writing, the readiness assessment's case statement, questionnaire, and interview schedule, a list of possible campaign volunteers, the questionnaire's raw results, and a demographic report for the area around the church.

In short, most parishioners have a generally positive feeling about the parish community and its leadership. Church members recognize a need to address the church's debt and renovate the worship space and would support a campaign to do so. Although the church is growing and the area surrounding the church is projected to increase its population in the next five years, there is only moderate support for expanding the worship space. There is no appetite for wholesale renovations and expansions.

Those interviewed for the readiness assessment expressed much higher levels of knowledge and support for a potential campaign, suggesting that the more the church involves its parishioner, the more likely they will be to support a potential campaign. Still yet, 60% of all readiness assessment participants said they would be willing to support a campaign. Just over 50% of the participants (218) indicated they would consider offering financial commitments to a capital campaign, totaling roughly \$524,270 in pledges.

The assessment highlighted some barriers to a campaign. First, while there is a clear preference to renovate the church's worship space (66%), no unifying consensus exists. For example there was a significant base of support for worship space renovation and expansion - 43% of respondents expressed a preference for this option and an additional 24% felt neutral about the option. Second, only fifty percent (50%) of respondents consider it urgent for the church to determine the best course of action to pursue and conduct a capital campaign within the calendar year to raise money to support it. Finally, many participants favor waiting to launch a campaign when the economy is more stable.

Parishioners offered general support for a campaign to repay the dept and fund some of the more moderate and pressing projects. Any campaign that included worship space expansion must be preceded by more church dialogue, a careful explanation of the rationale for expansion, and a commitment to tightly control expansion costs. Overall, parishioners voiced a need for a plan that is well reasoned, soundly crafted, and clearly explained.

After reviewing the feedback from your parishioners, it is our opinion that your church has the general support necessary to embark on a capital campaign. TCDF can envision three campaign options:

- Parishioners would likely support a moderate campaign that focuses on paying off church debt and renovating the worship space. This campaign could begin in the fall of 2009.
- The church family could support a campaign that focuses on renovation and expansion. This campaign, however, would require a commitment to contain or decrease debt, a clear rationale explaining the need for expansion, tight control of expansion costs, and considerable dialogue with parishioners. This campaign could begin in late 2009 or early 2010.
- Finally, the church could delay a campaign until sometime in 2010. In the meantime, the church could further refine its planning, hold a series of parish gatherings capturing input, settle on a final plan for renovation and expansion, widely communicate the plan and its rationale, and do more to actively engage the parish in the preparation for a campaign.

Based on the trends of unrestricted giving to the church and restricted giving for church debt reduction, our general analysis of the giving history of the church, the giving capacity of the congregants, the responses from the readiness assessment itself, and our experiences with churches with similar opportunities and challenges, we believe that Presentation has a 90 percent chance of raising \$1,600,000, a 70 percent chance of raising \$2,300,000, and a 50 percent chance of raising \$3,500,000 in outright gifts to a three-year capital campaign. Please note, fundraising results will be dramatically effected by the final renovation/expansion plan established by the church, the timing of the campaign, and campaign preplanning.

Campaigns that involve parishioners, engage in dialogue, deliver clear information, and encourage prayer produce stellar results. We look forward to working with you on a campaign that encompasses these critical components and supports the core mission of your church.

Sincerely,

Denis Greene
Executive Director

Tim Sweeny
Consultant

READINESS ASSESSMENT FORWARD AND ASSIGNMENT
Our Lady of the Presentation Parish

Foreword

The Church Development Foundation is grateful for the opportunity to work with the church leaders and members of Our Lady of the Presentation Parish to assist them in determining the success of a possible capital campaign. We commend all those involved in this study for their willingness to candidly share their thoughts and feelings about the church, its leadership, and the vision for its future.

Special thanks to Fr. Michael Clary for his guidance and Jane Krawczyk, Anna Mitchell, and Rex Scott for their behind the scenes support of this study.

The Assignment

In the fall of 2009, Presentation retained The Church Development Foundation, a Kansas City-based church consulting firm, to conduct a campaign readiness assessment. The purpose of this assessment was to determine the level of support for a possible capital campaign to support potential renovation and expansion options for the church.

The Church Development Foundation obtained information about the history and culture of the church, previous fundraising efforts, and the giving patterns of parishioners of the church. With the assistance of parish staff The Church Development Foundation drafted a Case Statement that presented in summary fashion the challenges that Presentation faces today and possible solutions to carry the church into the future.

In July 2009, roughly 2100 readiness assessment surveys were distributed to parish homes. Five hundred thirteen (513) persons representing 390 households either returned a written survey or responded online. The Church Development Foundation interviewed 32 individuals. A total of 545 individuals participated in the readiness assessment.

READINESS ASSESSMENT EXECUTIVE SUMMARY

Our Lady of the Presentation Parish

In summer of 2009, Our Lady of the Presentation Parish in Lee's Summit, Missouri retained The Church Development Foundation (TCDF) to conduct a readiness assessment. This assessment's aim was to determine church member support for a capital campaign to renovate and/or expand the churches worship space and facilities. Five hundred thirteen (513) persons representing 390 households responded online or in writing to a survey. TCDF interviewed 32 individuals.

Below is a summary of the findings from the respondents. The complete text of the data collected can be found in the attachments to this report.

Findings Summary:

Church Attitudes

1. The overall response level for surveys and interviews (513 people) was very high (20%). The church is to be commended for the emphasis placed on securing people's feedback.
2. Respondents were generally very satisfied with the church's basic offerings – spiritual (90%) and fellowship (88%). Participants commented on the significant improvements the church has made in its ministries and effort to build a strong community over the last several years. There was some concern of the divide between the “school” families and the “parish” families.
3. Parishioners are confident in the church's staff, lay leaders, and pastor to lead the church and make wise decisions (80%). Only 5% of respondents indicated a lack of trust in church leadership.
4. Forty-four percent (44%) of those interviewed and 41% of survey respondents indicate they think the financial condition of the church is good. Thirty-three percent (33%) of all participants believe the church's financial position is neither strong nor weak.

Reactions to Stated Church Needs and Remedies

1. When asked which challenges were most important, respondents indicated church debt concerned them most (90%). Respondents considered the worn out condition of the worship space as the next largest challenge (81%). Repair/expansion of general facilities and space deficiencies were prioritized as the least most critical challenges (59% and 58% respectively). This same question inspired considerable ambivalence; respondents indicated neutral responses between 8% and 27%.
2. As a means to remedy the identified challenges a majority of respondents (66%) indicated a preference to renovate worship space and pay off church debt. The second option (renovate and expand worship space), was supported by 43% of the respondents and option three (repair and expansion of general facilities) was supported by 33% of respondents. There were a large number of respondents that indicated a neutral reaction to each potential remedy (20-24%).
3. Overall respondents thought other parishioners would prefer to remedy the identified challenges by renovating worship space and paying off church debt (56% interviews, 71% written surveys).
4. When asked about other changes the church might consider that would lead them to be more supportive of any of the three proposed options, participants offered a variety of suggestions. Highest on the list were: trimming costs and making sure any decision is clearly planned and communicated.

5. Seventy-seven percent (77%) of those interviewed and 44% of those surveyed were aware of the renovation and expansion plans. Eighty-seven percent (87%) of those interviewed and 65% of those surveyed felt their opinions and the opinions of other members were well-reflected in at least one of the plans highlighted.

Campaign Methodology

1. When asked what information they would like to have, respondents most wanted information about the project plan and budget and the fundraising plans and costs. Among those returning written surveys, respondents also wanted information about the financial health of the church.
2. Respondents were interested in receiving further information through a variety of means, with the most widely cited approaches being newsletters and mailing (73%) and during church services (53%). Those interviewed also wanted to receive information through town hall meetings (57%).
3. Seventy-three percent (73%) of those interviewed support a capital campaign solicitation that encourages Presentation parishioners to pledge 3-5% of their annual income each of the next three years to a capital campaign while only 44% of respondents to the survey support it.

Campaign Urgency and Support

1. Fifty percent (50%) of respondents consider it urgent for the church to determine the best renovation and expansion option to pursue and conduct a capital campaign within the calendar year to raise money to support it. Twenty percent (20%) indicated a neutral response and 30% did not think it was urgent to move forward in 2009.
2. Eighty-one percent (81%) of those interviewed and 58% of those returning surveys say they would support a capital campaign if all their questions were answered.
3. Two hundred eighteen (218) households offered a preliminary financial commitment to a capital campaign, totaling roughly \$524,270 in pledges.
4. There were 59 congregants (11% of all respondents) who indicate they are willing to volunteer for committees to assist with a campaign.
5. When members were asked to identify factors that might prevent a successful capital campaign, the most frequently cited concern was the economy. Other prominent concerns included the possibility of poor communication and rationale about the final decision and plan.

Other Forms of Support

1. Interview respondents categorically declared that giving to a capital campaign would not affect their level of giving to the church's annual stewardship appeal. Thirty-four (34%) of survey respondents indicated their giving would be affected.
2. When respondents were asked if they would consider remembering the parish through planned giving, 10 households say they would; 62 say maybe they would; and 25 say they already have.

The Good News:

1. The church is growing (roughly 10% since 2005). Further, the population of the 5 miles radius surrounding the church is expected to grow 6.5% in the next five years.
2. Presentation meets the spiritual and fellowship needs of its parishioners.
2. Parishioners trust church lay and pastoral leaders.
3. Parishioners generally recognized that the identified challenges (debt, dated worship space, insufficient seating, and inadequate facility space) inhibit the church from living out its mission.
4. Those parishioners most active and involved (i.e. interviewees) were more optimistic, supportive, and willing to make a gift.
5. Despite some overall hesitation expressed throughout the survey, the preliminary gifts collectively offered to a potential campaign were considerably large.

Primary Concerns:

1. The main concern on everyone's mind is the economy and how it will affect individuals in terms of employment, income and savings and, therefore, the ability to make a commitment.
2. While a preference emerged to support renovating worship space and paying off church debt, there was not an overwhelming consensus.
3. There is a relatively low level of urgency to make a decision and conduct a campaign in 2009.

Recommendations:

1. After reviewing the feedback from Presentation parishioners, it is our opinion that the church has the general support necessary to embark on a capital campaign. TCDF can envision three campaign options:
 - Parishioners would likely support a moderate campaign that focuses on paying off church debt and renovating the worship space. This campaign could begin in the fall of 2009.
 - The church family could support a campaign that focuses on renovation and expansion. This campaign, however, would require a commitment to contain or decrease debt, a clear rationale explaining the need for expansion, tight control of expansion costs, and considerable dialogue with parishioners. This campaign could begin in late 2009 or early 2010.
 - Finally, the church could delay a campaign until sometime in 2010. In the meantime, the church could further refine its planning, hold a series of parish gatherings capturing input, settle on a final plan for renovation and expansion, widely communicate the plan and its rationale, and do more to actively engage the parish in the preparation for a campaign.
2. Explore readiness assessment findings and deliberate next steps with the Finance, Stewardship, Debt Reduction, and Facility Committees. Offer Fr. Clary recommendations from the parish committees and staff in order to make a final decision on a path forward. Present and explain all readiness assessment findings and next steps to the parish during masses, in written form and in town-hall meetings. Ensure parishioners have adequate opportunities to offer input and dialogue with church leaders about the findings and next steps.

3. Identify campaign leaders once a decision is made to pursue a campaign. Their aim would be to give voice to the campaign's objectives and plans. Consider a leadership team that reflects the diversity of the parish, with particular emphasis on school and non-school families.
4. Establish prayer and stewardship as the cornerstones of a campaign. Offer opportunities for all parishioners to participate in prayer at home and at church on an ongoing basis throughout the campaign. Further, all campaign communication and activities should focus on the biblical foundations of stewardship.
5. Design the campaign in such a way that it invites new and less active members of the church to get involved. It also should reach out to both "school" and "parish" families to bring the two groups together as one community in this campaign. Finally, it should incorporate the church's 125th anniversary messaging throughout the campaign.
6. Two-way communication is vital for a successful campaign. Presentation members should be provided opportunities to meet with church leaders to ask questions and to express their concerns throughout the campaign. Questions that arose during the readiness assessment should be addressed thoroughly throughout the campaign, and opportunities for dialogue should be provided. Special attention should be given to the rationale behind the final project plan, including identified needs and how addressing them will advance the church's mission.
7. Develop a leadership giving component of a capital campaign that includes multiple opportunities to cultivate donors, varied giving vehicles, and personalized solicitations.
8. Following a campaign, establish a planned giving program to support the future of the church.

Financial Forecast Summary:

Based on the trends of unrestricted giving to the church and restricted giving for church debt reduction, our general analysis of the giving history of the church, the giving capacity of the congregants, the responses from the readiness assessment itself, and our experiences with churches with similar opportunities and challenges, we believe that Presentation has a 90 percent chance of raising \$1,600,000, a 70 percent chance of raising \$2,300,000, and a 50 percent chance of raising \$3,500,000 in outright gifts to a three-year capital campaign. Please note, fundraising results will be dramatically effected by the final renovation/expansion plan established by the church, the timing of the campaign, and campaign preplanning.

READINESS ASSESSMENT INTERNAL ASSESSMENT
Our Lady of the Presentation Parish

Annual Giving

The following chart captures Presentation’s recent history of annual unrestricted and debt relief giving. Please note, this chart does not represent Presentation’s entire revenue stream from contributions, but only those categories most relevant to understanding potential capital campaign contributions.

Fiscal Year	Contributions	Loose Offering	*Debt Reduction	Total	Percent Change
2008-2009	\$1,530,000	\$45,600	\$134,800	\$1,710,400	-5.87%
2007-2008	\$1,625,000	\$48,500	\$143,500	\$1,817,000	0.70%
2006-2007	\$1,615,000	\$45,700	\$143,700	\$1,804,400	9.71%
2005-2006	\$1,490,000	\$46,300	\$128,400	\$1,644,700	N/A

*These figures do not include debt relief contributions generated at special event fundraisers. They only include direct gifts to the church for debt reduction.

In 2008-2009 roughly 1,300 households made a contribution to Presentation. This means that the average annual contribution per parish household totaled roughly \$1,315.

Giving as a Percent of Income

The estimated average household income within a five mile radius of the church (see demographic report) is \$80,065. Presentation’s approximate average annual giving per household was \$1,315. Tying the estimate of area income with the approximate average annual giving per household, suggests that Presentation’s donors are giving roughly 1.6 percent of their annual household income to the church. The national average of households giving to church-related organizations is approximately two percent. Average religious giving for households in the Midwest earning \$50,000-\$99,999 is \$2,062.

Church and Neighborhood Growth

Presentation has recorded moderate growth over the last several years. In 2005 church families totaled 1,938. Today, 2,138 families are registered members of the church. This growth in registered families represents an approximate 10% increase.

The population in the area surrounding the church is also growing. According to current demographic studies, the population within a five miles radius of the church has grown dramatically over the last 20 years. Projections indicate population will continue to grow, although at a slower pace. Population statistics for the five mile radius surrounding the church follow:

Period	Baseline Population	Percent Change
2009-2014	84,348	6.5%
2000-2009	73,958	14.1%
1990 - 2000	54,108	36.7%

Preliminary Gift Estimates

Two hundred eighteen (218) households that participated in the Readiness Assessment offered a preliminary financial commitment to a capital campaign, totaling roughly \$524,270.

READINESS ASSESSMENT FINDINGS
Our Lady of the Presentation Parish

The following findings summarize the written, online, and interview data collected in a readiness assessment for Our Lady of the Presentation Catholic Church. In July 2009, roughly 2100 readiness assessment surveys were distributed to parish homes. Five hundred thirteen (513) persons representing 390 households either returned a written survey or responded online. The Church Development Foundation interviewed 32 individuals. A total of 545 individuals participated in the readiness assessment.

Survey questions relied on a sliding scale of 5 to 1 to capture participants’ opinions. Survey responses labeled five (5) and four (4) reflect affirmative to strongly affirmative response. A survey response labeled three (3) represents a neutral response, while the numbers two (2) and one (1) represent a negative to a strongly negative response. “I don’t know” was ranked with a zero (0) and was not included in the calculations of the average response, the percentages, or the findings below.

Some of the people who completed the written survey, as well as those interviewed, did not respond to all of the questions and/or gave incomplete answers. As a result, the total responses for each question may vary.

The complete data with participants’ verbatim comments can be found in the attachments. Samplings of comments are bulleted and included in the findings below.

1. Ninety-three percent (93%) of those interviewed and 90% of those returning written surveys indicate Presentation Parish is effectively meeting their spiritual needs.

	Strongly Agree		Neutral		Strongly Disagree					
	5	4	3	2	1					
Interviews	13	87%	1	7%	1	7%	0	0%	0	0%
Surveys	151	29%	319	61%	43	8%	10	2%	2	0%
Total	164	30%	320	59%	44	8%	10	3%	2	1%

Average response: 4.17
% Positive: 90%

On average, this question generated an 80% positive response in similar surveys.

Comments:

- Our family takes advantage everything the church has to offer. We get involved in everything. We like being part of the liturgy. This is our home.
- There isn't anything the church does not offer. Of course, it's a different story if I am taking advantage of what they offer.
- Presentation has a lot of diverse offerings for spiritual and faith development.
- I would like to hear lively (Glory and Praise) music as Mass. I also would like to have at least one Mass geared toward young adults/teens.

2. **Ninety-three percent (93%) of those interviewed and 88% of survey respondents indicate Presentation Parish effectively provides them with opportunities for fellowship.**

	Strongly Agree				Neutral		Strongly Disagree			
	5		4		3		2		1	
Interviews	16	53%	12	40%	0	0%	1	3%	1	3%
Surveys	147	28%	315	60%	50	10%	11	2%	3	1%
Total	163	30%	327	59%	50	9%	12	2%	4	1%

Average response: 4.14
% Positive: 88%

On average, this question generated a 78% positive response in similar surveys.

Comments:

- We feel welcome. Presentation makes its many ministries very visible. There are many things here. You just have to listen to find something that works for you.
- There is always a "them" against "us" attitude - the school and the church.
- There are lots of things we have been involved in. I see stuff going on all the time.
- They provide opportunities. We don't always participate.
- This is such a big parish. It is easy to get lost in the crowd. We have been working on making it a warmer more friendly parish.
- I have not been engaged in the parish because I haven't been invited.

3. **Eighty-six percent (86%) of those interviewed and 79% of the survey respondents said their confidence level in the pastor, staff and volunteer leadership was high to moderately high.**

	Strongly Agree				Neutral		Strongly Disagree			
	5		4		3		2		1	
Interviews	14	48%	11	38%	4	14%	0	0%	0	0%
Surveys	153	30%	246	49%	76	15%	22	4%	6	1%
Total	167	31%	257	48%	80	15%	22	4%	6	1%

Average response: 4.05
% Positive: 80%

On average, this question generated a 76% positive response in similar surveys.

Comments:

- Things have improved since Fr. Mike arrived. He has been encouraging more communications.
- I have a lot of respect for Rex. He has proved to be an effective administrator. Fr. Mike has put together a good staff. They have the best interest of the parish in mind.
- They do try to seek input from the parish as a whole. They do it in a lot of different ways. Sometimes they could better communicate the results from some of the surveys and input they seek. I'd like to know what they decide to do based on our input.
- I am very concerned in these economic times that our priorities are not straight. Instead of making our facilities fancier, we should be helping families. Keeping them in our school, feeding them, etc.

d. Challenge 4: Outstanding debt

	Strongly Agree				Neutral		Strongly Disagree			
	5		4		3		2		1	
Interviews	16	50%	10	31%	2	6%	2	6%	2	6%
Surveys	125	29%	264	61%	37	9%	4	1%	1	0%
Total	141	30%	274	59%	39	8%	6	1%	3	1%

Average response: 4.17
% Positive: 90%

Comments:

- Until this debt is gone I am not going to support any of the other options.
- It is important that we pay this debt down. I know some debt is not bad, but it is important to address this amount of debt if we are getting ready to spend more money.
- I think we need to deal with the debt, but we may need to give people a carrot to get them excited.
- Debt is just a constant. This is just the reality of a growing church community.

6. As a means to remedy the identified challenges respondents indicated a preference for Option 1: renovate worship space and pay off church debt (58% interviews, 66% written surveys). Option 2 (renovate and expand worship space) was supported by 43% of the respondents and option 3 (repair/expansion of general facilities) was supported by 33% of respondents. There were a large number of respondents that indicated a neutral reaction to each potential remedy (20-24%).

a. Option 1: Renovate worship space

	Very Supportive				Neutral		Not at all Supportive			
	5		4		3		2		1	
Interviews	9	29%	9	29%	2	6%	5	16%	6	19%
Surveys	93	19%	229	47%	99	20%	42	9%	21	4%
Total	102	20%	238	46%	101	20%	47	9%	27	5%

Average response: 3.66
% Positive: 66%

On average, a similarly worded question generated a 71% positive response in like surveys.

Comments:

- I feel like our church is not that pretty. I belong here because of the people. But I wish our church was prettier.
- I want to do something that is good for our worship space. I've seen people direct money to other things outside of liturgy (i.e. the gym floor). These are not as important to me as our worship space.
- This option does not resolve the space adequacy problem. For \$1.6 million, it seems like all we are getting is a new coat of paint. That's one expensive coat of paint.

c. Option 3: Renovate and expand worship space, and expand other facilities

	Very Supportive				Neutral		Not at all Supportive			
	5		4		3		2		1	
Interviews	1	4%	0	0%	8	33%	12	50%	3	13%
Surveys	29	7%	74	18%	106	25%	141	34%	70	17%
Total	30	7%	74	17%	114	26%	153	34%	73	16%
	% Positive: 23%				Average response: 2.63					

On average, a similarly worded question generated a 56% positive response in like surveys.

Comments:

- Even though option 3 is the biggest price tag, I think that it would gather the most support because of the support of the school families.
- I have witnessed a strong core of parishioners who seem to be able to rally support for the good of the parish - I'm pretty optimistic that it will work.
- People are just so skittish about the economy. I don't think they will support this unless we could demonstrate that we can realize substantial saving by doing this now.
- I just have not heard why we need all this work done. There has not been enough explanation of the value of these projects.
- This may be viewed as excessive, especially with the current economic conditions.

8. When asked about other changes the church might consider that would lead them to be more supportive of any of the three proposed options, participants offered a variety of suggestions. Here is a sampling. Please see Attachments A and B for the full list of suggestions.

Comments:

Trim Costs

- No - all budgets exceed your members' pocketbooks, go back to the basics.
- If I could pick out some of the features of option 1, like the carpet, the walls, I would support it. All the others features and options 2 and 3 are not necessary.
- I am most excited about the expansion, but I wonder if there are areas we could trim costs in option 2.
- I would be more supportive of options 2 or 3 if the church could demonstrate that there is real cost savings by doing it all at once.
- Why do we have to go wider on option 2? If anything we should go deeper and not take out walls. We should get people to go to other masses. Or could we have additional masses. Why do we have to build and expand to accommodate more people? There are cheaper ways to do this (i.e. offer more masses).

Get it Done

- We need all of the things - options 1, 2, and 3. We should just do these all now instead of waiting and waiting. It may never get done.

Comments:

- These are not unreasonable.
- The church has presented a lot of time capturing input.
- Initially when we first started talking about this, the campaign was going to pay off the debt. Now it sounds like it will not do that.

10. When asked what information they would like to have, respondents most wanted information about the project plan and budget and the fundraising plans and costs. Among those returning written surveys, respondents also wanted information about the financial health of the church.

Answer Options	Interviews		Written Surveys		Combined	
	Responses	Response Frequency	Responses	Response Frequency	Responses	Response Frequency
How the plan connects to our church’s mission	7	25%	141	32%	148	32%
Future direction of the church	8	29%	173	39%	181	39%
Benefit to the church	13	46%	203	46%	216	46%
Levels of support among other church members	16	57%	251	57%	267	57%
Project plan and budget	21	75%	300	68%	321	69%
Fundraising plans and costs	22	79%	308	70%	330	71%
Financial health of the church	13	46%	289	66%	302	65%
Other	1	4%	45	10%	46	10%

Comments:

- I want a lot more detail.
- I would like to know how this fits into the church’s and dioceses’ short and long term plans

11. Fifty percent (50%) of respondents consider it urgent for the church to determine the best renovation and expansion option to pursue and conduct a capital campaign within the calendar year to raise money to support it. Twenty percent (20%) indicated a neutral response and 30% did not think it was urgent to move forward in 2009.

	Strongly Agree		Neutral		Strongly Disagree					
	5	4	3	2	1					
Interviews	4	14%	11	38%	2	7%	5	17%	7	24%
Surveys	63	14%	164	35%	101	20%	98	21%	35	8%
Total	67	14%	175	36%	105	20%	103	21%	42	9%

% Positive: 50%

Average response: 3.25

On average, this question generated a 69% positive response in similar surveys.

Comments:

Let's See a Clear and Well Constructed Plan

- I want this plan to be well thought out and deliberate. We should take the time we need to do this right. If we have a well thought out plan and there some momentum, I would support a campaign this year.
- If we address all of my concerns, I would be willing to support a campaign this calendar year. I just do not want to jump into something too quickly.
- I am fine with trying to raise the money this year, but I do not want to rush into a construction project until it is clear how much money we can raise.
- I don't have enough information to know if it is urgent. If it is indeed urgent, I want someone to explain to me why.
- It is more important to make a quality decision, regardless of the timeline.

Live within Your Means

- Just repair the church and "live within your means."
- It seems strange to add more debt to our church when we already have debt and have put a lot of emphasis on reducing it. Our space is functional.

Get it Done

- Gulp! But yes...
- Yes, do it now! This has been going on for over five years. Do it now!
- We have been talking about this for a long time. I think the parish is ready for this.
- Now will be an ideal time to do construction. This is a great time to spend money in construction if you have money. Construction bids will be very competitive.

It's the Economy Stupid

- Considering current economic conditions, I would like the parish to look into delaying the campaign until the economy is better and the unemployment rate decreases. Many families are facing dire economic times and I think a capital campaign is going to be low priority on spending budgets.
- Would next year - when the economy picks up - help to sell this decision - I think it might.

12. When members were asked to identify factors that might prevent a successful capital campaign, the most frequently cited concern was the economy.

Comments:

It's the Economy Stupid

- The economy is so bad, why are we doing this now.

Let's See a Clear and Well Constructed Plan

- I think the congregation would be supportive if they are provided with clear, well-reasoned explanations of why we need to do this.
- Not making the choice of the right options could be detrimental. The church should select the option that has the most support.

Talk to Me

- We would need a supportive and active pastor. Fr. Mike needs to be out front and vocal about this.
- Not providing sufficient information to parishioners.
- Lack of description of the need.
- Lack of communication - outside of that, all things are possible through God.

Us vs. Them

- The disparate interests between the school families, the non school families, and the older folks could inhibit a campaign.

13. Respondents were interested in receiving further information through a variety of means, with the most widely cited approaches being newsletters and mailing (73%) and during church services (53%). Those interviewed also wanted to receive information through town hall meetings (57%).

Answer Options	Interviews		Written Surveys		Combined	
	Response Count	Response Frequency	Response Count	Response Frequency	Response Count	Response Frequency
During church services	17	57%	256	53%	273	53%
Small group dinners with the pastor and lay leaders	10	33%	29	6%	39	8%
Town hall meetings	17	57%	164	34%	181	35%
Newsletters and mailings	19	63%	356	74%	375	73%
Email updates	14	47%	195	40%	209	41%
Website	9	30%	154	32%	163	32%
Home visits	6	20%	6	1%	12	2%
Telephone calls	3	10%	13	3%	16	3%
Video/DVD to take home	2	7%	33	7%	35	7%
Other	0	0%	8	2%	8	2%

14. Seventy-three percent (73%) of those interviewed support a capital campaign solicitation that encourages Presentation parishioners to pledge 3-5% of their annual income each of the next three years to a capital campaign while only 44% of respondents to the survey support it.

	Very Supportive		Neutral		Not at all Supportive					
	5	4	3	2	1					
Interviews	15	50%	7	23%	3	10%	3	10%	2	7%
Surveys	57	12%	145	32%	131	29%	78	17%	46	10%
Total	72	15%	152	31%	134	28%	81	17%	48	10%

% Positive: 46%

Average response: 3.24

On average, this question generated a 71% positive response in similar surveys.

Comments:

- If this is over and above a true 10% tithing I would not support it. If it is to move people towards tithing I would completely support it.
- I am the kind of person that needs some guidelines.
- We need to make this request very easy to understand and based in biblical teaching.
- Better to break-down in to tiers (i.e. many would better respond to actual dollar amounts per month)
- I am not sure how this comes across to people. It seems a little strong.
- I don't feel comfortable telling other people how to spend their money, especially in this economy. Times are very hard for everyone, ourselves included.

15. Eighty-one percent (81%) of those interviewed and 58% of those returning surveys say they would support a capital campaign if all their questions were answered.

Answer Options	Yes		No		I don't know		Response Count
Interviews	26	81%	3	9%	3	9%	32
Surveys	281	58%	46	10%	155	32%	482
Combined	307	60%	49	10%	158	31%	514

On average, this question generated a 76% “yes” response in similar surveys.

Comments:

- This is our parish. We will support whatever option the church ultimately decides.
- If there is any way that I could find the money I would do it.
- Maybe, but not much.
- The option the church selects would dramatically effect my giving.
- Only if cost is minimal and practical--other updates can gradually be addressed when we have no other debt and economy improved.

16. Interview respondents categorically declared that giving to a capital campaign would not affect their level of giving to the church’s annual stewardship appeal. Thirty-four (34%) of survey respondents indicated their giving would be affected.

Answer Options	Yes		No		I don't know		Response Count
Interviews	0	0%	31	97%	1	3%	32
Surveys	162	34%	173	37%	139	29%	482
Combined	162	32%	204	40%	140	28%	514

Comments:

- No because we would increase our giving.
- No. Although I would be less likely to increase annual giving as well.
- It would depend on how much you expect from us. I probably would not continue to give towards our debt (the extra envelope).
- Possibly.
- I would have to "rob Peter to pay Paul".

17. Two hundred eighteen (218) households offered a preliminary financial commitment to a capital campaign, totaling roughly \$524,270 in pledges.

Answer Options	Response Average	Response Total	Response Count
Interviews	4,579	54,950	12
Surveys	2,278	469,320	206
Combined	2,405	524,270	218

18. There were 59 congregants (11% of all respondents) who indicate they are willing to volunteer for committees to assist with a campaign.

19. Many names were suggested as possible leaders for a campaign.

20. When respondents were asked if they would consider remembering the parish through planned giving, 10 households say they would; 62 say maybe they would; and 25 say they already have.

21. There were many additional suggestions, questions and concerns that participants surfaced. Please see Attachments A and B for a complete list.