

Pre-Campaign Study Executive Summary



ST. ANNE
ROMAN CATHOLIC PARISH

Presented by:

Steve Michalek, *Vice President & Director of Church Division*

Larry Dorame, *Associate*

Melpo Murdakes, *Senior Consultant*

Methodology

- RA was retained by St. Anne Parish in October 2017 to conduct a Pre-Campaign Study in November/December 2017.
- In total, 347 families participated in the Pre-Campaign Study. This represents a 40% participation rate out of 872 “active” (\$5 per week or more) families.
- 37 personal interviews were conducted which included a total of 63 individuals (26 couples).
- Two focus groups were held – 28 families participated.
- All parish families were invited to participate in an in-pew questionnaire. There were 282 responses.
- Steve Michalek, Vice President & Director of Church Division, Larry Dorame, Associate, and Melpo Murdakes, Senior Consultant, conducted the personal interviews and facilitated the focus groups.

Executive Summary

- 87% of parishioners interviewed, 79% of focus group participants and 77% of those that completed the in-pew survey felt that communication has been good at St. Anne Parish.
- Interview, focus group, and in-pew survey participants were asked if they believe a \$5.1M fundraising goal was achievable. 34% of respondents indicated “Yes;” 66% of respondents indicated “Not Sure;” and 35% indicated “No.”
- 95% of parishioners interviewed, 54% of focus group participants and 64% of those that completed the in-pew survey indicated that they would financially support a capital campaign as it was presented to them in the Statement of Need.
- 97% of parishioners interviewed and 100% of focus group participants felt their spiritual needs were being met at St. Anne Parish.
- 49% of all participants responded “Yes” when asked if the Statement of Need reflected the needs of St. Anne Parish.
- 87 families indicated that they would be willing to volunteer their time for the campaign; four families indicated an interest in chairing the campaign.

Executive Summary *(cont'd)*

- Through personal interviews, focus groups and in-pew survey results, indications of support totaled \$1,013,650-\$1,483,150. The largest indication of support was \$100,000.
- With a careful process of identification and cultivation of major gift prospects, Ruotolo Associates believes that St. Anne Parish should set an initial goal in the range of \$ 3,445,000-\$3,860,000 for the capital campaign. The proposed Friends of the Needy Annex project will need to be properly articulated to the parish community prior to the start of fundraising. Additionally, accurate cost estimates for all case components should be updated before moving forward with the Quiet Phase of the campaign.
- A pre-campaign communication phase is also needed. The results of the Pre-Campaign Study should be formally presented to the parish prior to starting any fundraising efforts.
- Nearly every participant's perception of Fr. Sergio is extremely positive. Father was recognized as being devout, caring, dynamic, enthusiastic, and personable.

THANK YOU!



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