



## Feasibility Study Results

Several years ago, St. Louise de Marillac engaged in the *Living Our Faith Campaign* as the first step towards the realization of a Master Plan. We raised \$1.5 million on a \$5 million goal, completing a good portion of work on the vestibule in the Church. Several more projects still need to be done including the roofing and HVAC of our buildings, the replacement of the parking lot, and creating safer parish grounds.

Now with the Archdiocese Campaign, *Called to Renew*, we explored our options to combine our *Called to Renew* goal, unfinished LOF projects, and repairs and maintenance in one comprehensive campaign. In October of 2018 we retained CCS, a professional fundraising consulting firm for a feasibility and planning study exploring the potential of a \$4.5 million capital campaign.

The study was designed to:

- Test fundraising capacity and campaign readiness
- Assess perceptions about St. Louise de Marillac Parish and School
- Inform participants about our needs and plans
- Determine reactions and gather advice about the case
- Identify and educate potential leaders and donors
- Test the willingness of participants to lead, serve, advocate, and give
- Identify potential issues and obstacles to success
- Develop campaign recommendations, next steps, and a campaign plan

The study was conducted through the review and analysis of fundraising data, personal interviews with 55 individuals and families, an in-pew survey conducted during Mass, and an e-survey. We received 1,356 responses from parishioners and school families.

Presented below and on the following page are a few key statistics from the survey conducted in-pew:

63%

of parishioners have been attending this parish for over 10 years

88%

of parishioners have Positive or Very Positive perceptions of St. Louise

82%

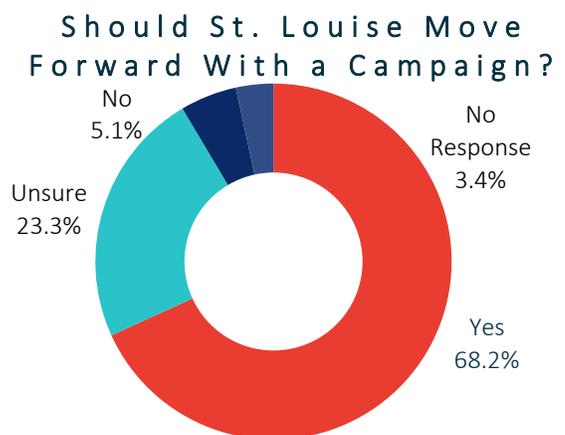
of parishioners are willing or may be willing to make a gift to the campaign

## Priority of identified projects from the in-pew survey

| Project                            | Rated a High or Very High Priority (In-Pew) |
|------------------------------------|---|
| School and Faith Formation roofing | 57.7%                                       |
| Church HVAC and roofing            | 56.9%                                       |
| Hall HVAC and roofing              | 55.4%                                       |
| Church Renovations                 | 48.1%                                       |
| Parking Lot and Campus Enclosure   | 47.5%                                       |
| Baptismal Font                     | 38.8%                                       |
| Courtyard/Gathering area           | 34.4%                                       |
| Vestibule                          | 29.9%                                       |

### Recommendations:

1. St. Louise de Marillac has the capacity and interest of the parish and school families to raise a minimum of \$2.5 million through a well-conceived and well-executed campaign effort. Based on the recommendations of the Study Advisory Committee, the community is looking to raise \$3.5 million in total.
2. St. Louise will need to communicate frequently and in-detail the results of *Living Our Faith*, and the projects completed. Several town-hall style meetings, bulletin inserts, announcement during Mass, and a mailing should be conducted in the next several weeks.
3. Both parishioners and school families will need to be engaged in the campaign, with tailored messaging and a focus on comprehensive benefits.



### Next Steps

St. Louise and CCS would like to thank those who contributed to this feasibility study effort. Each individual's willingness to share honest candid advice and feedback made this study possible and its results meaningful.

Next, we will be engaging in a planning phase to decide how to move forward given the results at hand and carefully reviewing the final report and campaign plan provided to us by CCS.

In the meantime, we will be producing a report on the collection and distribution of the Living Our Faith campaign as well as hosting townhall meetings to further engage our parishioners. The report will be found in the bulletin and the townhall meetings will be announced at mass and in the bulletin.