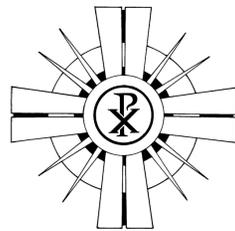


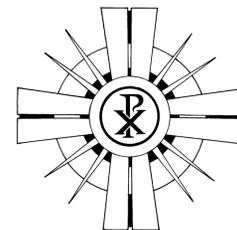


Pre-Campaign Study Report

St. Clare of Assisi Roman Catholic Parish
Surprise, Arizona

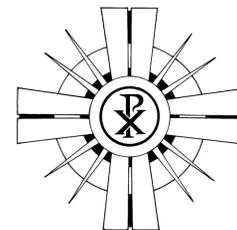


Presented by:
Larry Dorame, *Senior Associate*



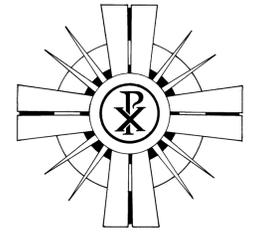
Purpose of Pre-Campaign Study

- To determine strengths, weaknesses, and overall image of St. Clare of Assisi Parish.
- To gauge receptivity to the *Statement of Need*.
- To determine philanthropic potential from St. Clare of Assisi Parish.
- To define an approach for fundraising.
- To determine likely strategic issues that may impact the implementation of a capital campaign.
- To identify prospective volunteer leadership.



Methodology

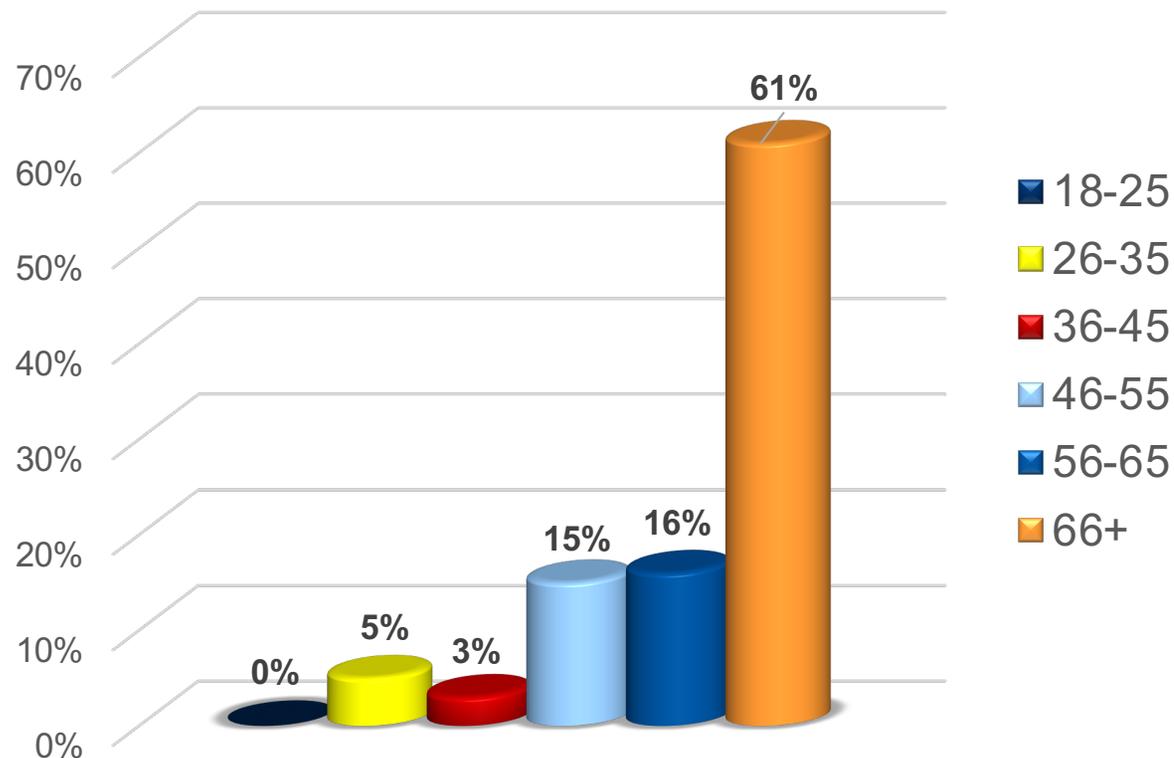
- RA was retained by St. Clare of Assisi Parish in May 2019 to conduct a Pre-Campaign Study in June/July 2019.
- In total, 809 families participated in the Pre-Campaign Study. This represents a 78% participation rate out of 1037 “active” (\$5 per week or more) families.
 - A typical parish has only an average of 40% participation.
- 25 personal interviews were conducted which included a total of 39 individuals (14 couples).
- Three focus groups were held – 61 families participated.
- All parish families were invited to participate in an in-pew questionnaire. There were 809 responses.
- Larry Dorame, Senior Associate, conducted the personal interviews and facilitated the focus groups.

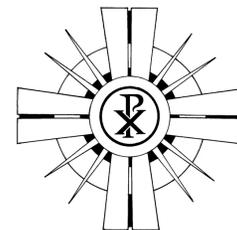


Participation Age

Interview participants were asked to identify their age range in order to understand the participant demographics.

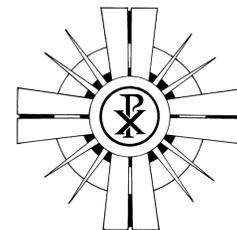
- 61% of those who participated in the study identifies as 66 years or older.





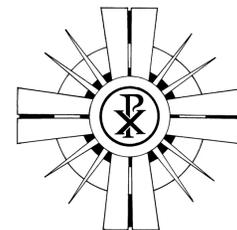
Executive Summary

- 84% of parishioners interviewed, 85% of focus group participants, and 84% of those that completed the in-pew survey felt that communication has been good at St. Clare Parish.
- Interview, focus group, and in-pew survey participants were asked if they believe a \$7.7M fundraising goal was achievable. 31% of respondents indicated “Yes;” 52% of respondents indicated “Not Sure;” and 12% indicated “No.”
- 100% of parishioners interviewed, 52% of focus group participants, and 48% 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*.
- 100% of parishioners interviewed and 87% of focus group participants felt their spiritual needs were being met at St. Clare Parish.
- 79% of all participants responded “Yes” when asked if the *Statement of Need* reflected the needs of St. Clare Parish.
- 135 families indicated that they would be willing to volunteer their time for the campaign; two families indicated an interest in chairing the campaign.

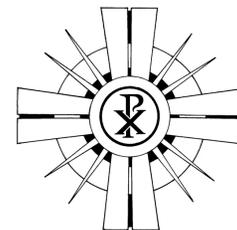


Executive Summary (cont'd)

- Through personal interviews, focus groups, and in-pew survey results, indications of support totaled \$1,070,230-\$1,970,412. The largest indication of support was \$50,000.
- With a careful process of identification and cultivation of major gift prospects, Ruotolo Associates believes that St. Clare Parish should set an initial goal in the range of **\$3,770,500-\$5,199,500** for the capital 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 along with a Town Hall to discuss the pre-campaign study and future plans.
- Nearly every participant's perception of Fr. Hans is extremely positive. Father was recognized as being devout, caring, dynamic, enthusiastic, and personable.



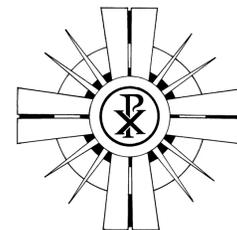
APPENDIX



Statement of Need

Our Needs as a Parish:

- There are unique opportunities for us as a parish family in the next few years. After prayer and consideration, Fr. Hans Ruygt along with recommendations from the finance council and pastoral council volunteers have formed a Strategy Team and have begun to identify ideas for possible projects. While physical buildings do not make a parish, they are essential to fulfilling the mission of Jesus Christ through worship, religious education, sacraments, pastoral services, outreach, and social activities. The people of God need appropriate spaces for the many types of activities that are part of an active community life in Christ.
- Since the inception of this parish, through sacrifice and commitment, faithful parishioners built and maintained the facilities of St. Clare that were conducive to their needs. They have been wonderfully generous in providing our first permanent building, the church. They have made many sacrifices and lived with inadequate facilities for a parish with nearly 5,000 families. However, to better serve our growing parish and those who come to the parish now and in the future, we need go to the next phase of the development of the campus. We have identified these needs:



Statement of Need (cont'd)

■ First Component: St. Clare of Assisi Parish Campus

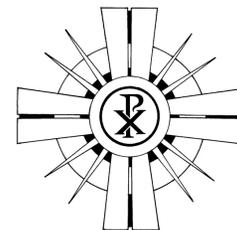
■ Parish Center:

- We need to build a parish social hall with a commercial kitchen, clergy and staff offices, equipment and storage, meeting rooms of various sizes with flexibility for parish group meetings and activities. We need better spaces for faith formation, St Vincent de Paul outreach to serve the poor and needy, a social plaza in front of the parish hall and church, parking for office visitors, and a perpetual adoration chapel for prayer and small services.

■ Pews and Parking

- We need pews with kneelers at least on both sides of the main center aisle to improve weddings, funerals, baptisms, Eucharistic adoration, daily and Sunday Mass.
- We need to cover two water drainage basins near Cotton Lane with additional parking. We can handle run-off rains with pipes below the surface.

■ The cost for A. and B. above is estimated at **\$4,000,000**



Statement of Need (cont'd)

■ Loan Repayment –

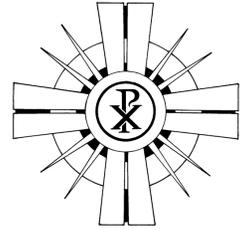
- We need to pay off the mortgage on the church building. The balance is \$1,640,000

- Second component: *Together Let us Go Forth ~ Juntos Sigamos Adelante* campaign in the Diocese of Phoenix. Bishop Thomas J. Olmsted has set our parish goal as \$1,561,758 to be collected over a period of five years, though 35% (\$546,615) of this goal stays with the parish community.

» **Total estimated Project Cost: \$7.7 million**

We have the possibility of many more great things for the glory of God as we look to the future of our parish life as the population continues to grow rapidly in our area. Fr. Hans and the parish staff look forward to parishioners' responses in this questionnaire so that they can continue to build a plan that meets the needs of this Catholic community.

THANK YOU!



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