

St. Mary's Parish

Feasibility Study Findings Summary Report

(Prepared by Guidance In Giving, Inc., Stewardship, Development & Campaign Consultants)

I. Objectives of the Feasibility Study

- Educate parishioners about the proposed renovation and restoration projects to address the perceived needs of the parish
- Determine whether parishioners feel there are other elements, needs or projects that should be considered by the parish to be included in a campaign
- Identify potential Leadership Gift prospects within the parish and/or local community
- Determine collective financial support from parishioners/families
- Identify possible campaign volunteers, including leadership committee members
- Identify any potential issues, points of concern, or conflicts within the community

II. Feasibility Study Participation

✝ Thirty-nine (39) families were personally interviewed and sixty-three (63) families completed a survey. In total 102 parish families participated in the Feasibility Study.

III. Summary of Feasibility Study Findings

How long have you been a member of the St. Mary's Parish?

<i>Membership Ranges</i>	<i>Responses</i>
> 30 years	53%
25 – 29 years	6%
20 – 24 years	4%
15 – 19 years	9%
10 – 14 years	3%
5 – 9 years	11%
1 – 4 years	10%
< 1 year	2%
No Response	2%

What is your opinion of the proposed renovation of the church basement?

<i>Project Summary</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Positive	54%	55%	54%
Negative	18%	17%	18%
Unsure	28%	25%	26%
No Response	-	3%	2%

What is your opinion of the proposed construction of a new Parish Hall?

<i>Project Summary</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Positive	64%	46%	53%
Negative	10%	26%	20%
Unsure	26%	22%	23%
No Response	-	6%	4%

Is there anything in the local or parish community that you believe would hinder the success of the proposed project?

- Area demographics and the state of the local economy
- The number of elderly people living on limited fixed incomes
- Cost/scope of the projects versus the number of financial supportive parish families
- Strongly held opinions regarding which project best addresses the parish needs
- Lack of transparency/issues from the past

If the campaign proceeds as proposed, will you support the parish leadership to the best of your ability to help ensure that the campaign is successful?

<i>Response</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Yes	97%	73%	82%
No	0%	3%	2%
Unsure	3%	16%	11%
No Response	-	8%	5%

IV. Summary of Feasibility Study Recommendations

- ✚ As there is significant support for a campaign to address the needs of the parish, St. Mary’s Parish should proceed with a parish-wide capital campaign to raise \$500,000-\$700,000 or more once the case elements have been finalized and priority has been established. This includes providing and presenting the justification of how this project will best meet the needs of the parish, the most up to date renderings, elevations, floor plans, cost estimates, construction timelines and an understanding of the various approval processes with the town of Potsdam and the Diocese of Ogdensburg.
- ✚ An empowered and dedicated Campaign Committee should be assembled. This committee, along with Father Rocker and the pastoral staff, will be intricately involved in planning campaign events and promoting the campaign to every member of the parish.
- ✚ This summary of the Feasibility Study Report Findings should be provided to all parishioners.
- ✚ St. Mary’s Parish leadership should carefully review the Feasibility Study Findings Report and commentary of the Study respondents. These findings provide significant insight on the feelings, opinions, perceptions and concerns that are present in the parish community, not only about a potential construction project or capital campaign, but also about the parish as a whole.

V. Conclusion

Guidance In Giving has found that there is support, excitement and financial potential for a capital campaign at the St. Mary’s Parish. To achieve the parish potential in a campaign, it will take a concerted effort on the part of all; including detailed case information, a strong, dedicated, and committed leadership, a generous response from parishioners and a spirit of enthusiasm, optimism and true Christian Stewardship.

Guidance In Giving would like to thank all those who participated in the Feasibility Study. It was a pleasure to serve your parish community and we look forward to assisting you in your upcoming capital campaign.
