

Feasibility Study 2019

The Catholic Church of

St. Ann

Marietta, Ga.

Feasibility Study and Fundraising Report Findings and Conclusions

Prepared by

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FINDINGS & CONCLUSIONS

The findings and conclusions were as follows:

1. The parish exhibited fine and positive attributes during the conduct of the study. Interview candidates were gracious, thoughtful and forthcoming. The affinity parishioners have for St. Ann is palpable. The parish did an exemplary job in providing a proper demographic mix from which to draw our conclusions.
2. Father Ray received very good ratings for his pastoral leadership. It is obvious that he possesses a level of charisma that is of great benefit to the parish. St. Ann's parishioners have confidence in their pastor and trust him for guidance and direction, both spiritual and mundane. Since pastoral leadership is a critical component in any effort to raise capital funds, especially when the goal will be a challenging one, this is an invaluable asset for the parish.
3. The parish does see the Family Life Center and Conversion of Nolan Hall as a much-needed facility for both the parish community and the teens. Cathedral/Cunneen had a concern about this project being perceived as a teen only effort but was very pleased to find solid support from parishioners once the clear case study was shared.
4. There were several suggestions that the costs outlined for this proposed building and renovations were high and double what the effort was last time this project was approached. About 10% of those interviewed expressed this concern. While such assessments are beyond both the purview and expertise of our firm, it is important that this issue be explored and addressed.
5. About 10% of interviewees expressed a concern that the parish may raise enough money to build the center but would not have the funds, staff or ability to maintain and operate it. Further explanation on funding these new expenditures would be helpful in soliciting pledges during the campaign
6. The parish staff received very good marks from the interviewees and those surveyed. Joanne Simpson was mentioned by several of those interviewed as having unusual capacity and dedication. She is a valuable asset to the parish.
7. A majority of those responding to the feasibility study were in favor of launching a campaign. This is an important finding. These people can be the leaders when a campaign is launched, providing not only substantive pledges but also public relations support once a campaign is announced.
8. On the question of whether they believed a capital campaign to raise the necessary funds was feasible, the numbers reflect the majority. There were only a few respondents that felt that the parish is not equipped to succeed. This question is always asked because it provides helpful information to the formulation of a campaign marketing and communications plan.
9. We have been able to identify the necessary number of volunteers to successfully complete a capital campaign. Several did share their concern in terms of asking for money and public speaking, however the numbers are still favorable.
10. There was also some concern expressed over the transparency of the parish's information and communications. A few shared their feelings about making sure you have a clear and concise message for this campaign. This will need to be addressed early for a campaign to be successful.

11. Several names were offered in answer to the question "Do you know anyone who might be able to make a gift of 10-15% of the goal?" Some other names suggested were in fact actual interviewees, none of whom were proposing a gift anywhere near the lead gift level, although some offered decent gift amounts. What you experienced in the last campaign maybe evident in this campaign as well. There may be a lot of smaller gifts to reach your goal. Although the parish does have the capacity for the larger gift donors.
12. The interviewees who responded as willing to support the campaign would provide pledges in a range from \$365,500 to \$716,000. This represents about 12% of the proposed goal. The parishioners surveyed who responded as willing to support the campaign would provide pledges of \$2,123,200. Combining both groups, this shows pledge ranging from \$2,488,700-\$2,839,200. This represents about 42% to 47% of the proposed goal.
13. Teen responses: There were 108 teen surveys. Twenty were self-named volunteers for both categories combined with another twenty suggestions. There were four to five suggestions of other people having the capacity to give generously. Sixty-one of the teens marked they would give something, 10-15 with names, totaling \$34,020. Overall, it appears that there are a good amount of teens wanting to be part of this, which is excellent. Most of the concerns with the teens was about disruption and the cost. I would like to emphasize the need to keep the teens involved. This is good experience for them as they become the adults in the church.

Recommendations

1. The parish has clearly and correctly identified the need for more space.
2. The new Family Life Center would house the Administrative offices on one floor and a new Parish Center capable of seating approximately 450 people with tables and chairs. This large room could be subdivided into smaller meeting rooms.
3. Nolan Hall would be renovated to accommodate the explosion of the Life Teen and Edge programs freeing up space for additional Launch classrooms.
4. This facility would also feature other meeting rooms, a new kitchen, stage, state of the art A/V capabilities, etc.
5. The inclusion of a large and modern kitchen will also provide many benefits and would be a welcome addition for many parishioners. The parish should proceed with its building and renovation plan.
6. To the extent possible, the parish should also continue to ascertain the actual costs of the overall project.
7. The parish should provide constant updates on its finances to the parishioners. Some of the interviewees commented on the lack of transparency in dealing with the parish finances. By doing so it will be greatly appreciated by everyone and build credibility during the campaign.
8. The overall support to move forward was strong. We encourage the parish to continue to place stewardship at the forefront in its communications to the parish - e.g. bulletins, website, social media etc. Consistent encouragement to approach giving prayerfully and intentionally will assist in bolstering the offertory and also establish a good foundation for any forthcoming campaign.
9. Because of the solid volunteer recruitment, the parish should pursue an integrated approach that incorporates targeted personal visits, strategic receptions and a Commitment Weekend pledge-from-the pew process to maximize potential.

10. Given the response of the study and the charisma of the leadership, we are confident that the parish could reasonably expect to raise between \$6,000,000 and \$6,500,000 in a professionally-directed, aggressive campaign
11. We further suggest the parish retain the Cathedral/Cunneen Company to direct the campaign and provide the leadership, donor segmentation, volunteer training, communications plan and strategic guidance to fully realize the potential the parish possesses.
12. Cathedral/Cunneen would recommend a flexible service model which allows the consultant to tailor the on-site consulting to best reflect current activities at the parish. When the campaign demands more intense service, the consultant will be on site three or four days during that week. As the timeline shifts or if the church calendar dictates focus in a different direction, the consultant will modify the level of service appropriately. This service plan permits the parish to conduct the campaign over an expanded timeline at its own pace. The church and not the consulting firm dictates the length and intensity of the campaign.
13. We would like to emphasize the need to keep the teens involved. This is good experience for them as they become the adults in the church.

Cathedral/Cunneen deeply appreciates the opportunity to have conducted your feasibility study. We would like to extend our thanks to Father Ray, Jim Herrel and Jack Busche for their support. In addition, I would like to thank Joanne Simpson for her efforts to provide us with an exceptionally good demographic mix and also a comfortable and appropriate venue for conducting private interviews. The courtesy extended to me and Jim Kopp by the entire parish was greatly appreciated.

Again, thank you for your confidence in the Cunneen/Cathedral Company

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A handwritten signature in cursive script that reads "Cyndi Letzeisen".

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