

# Pre-Campaign Study Executive Summary Report



**Presented by:**

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# Purpose of Pre-Campaign Study

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- To determine strengths, weaknesses and overall image of St. Rose Parish.
- To gauge receptivity to the Statement of Need.
- To determine philanthropic potential from St. Rose 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

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- RA was retained by St. Rose Parish in May 2018 to conduct a Pre-Campaign Study in June/July 2018.
- In total, 233 families participated in the Pre-Campaign Study. This represents a 36% participation rate out of 643 “active” (\$5 per week or more) families.
- 44 personal interviews were conducted which included a total of 71 individuals (27 couples).
- Two focus groups were held – 26 families participated.
- All parish families were invited to participate in an in-pew questionnaire. There were 163 responses.
- Larry Dorame, Associate, conducted the personal interviews and facilitated the focus groups.

# Executive Summary

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- 87% of parishioners interviewed, 92% of focus group participants and 82% of those that completed the in-pew survey felt that communication has been good at St. Rose Parish.
- Interview, focus group, and in-pew survey participants were asked if they believe a \$11.1M fundraising goal was achievable. 24% of respondents indicated “Yes;” 35% of respondents indicated “Not Sure;” and 41% indicated “No.”
- 77% of parishioners interviewed, 46% of focus group participants and 49% 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.
- 86% of parishioners interviewed and 92% of focus group participants felt their spiritual needs were being met at St. Rose Parish.
- 57% of all participants responded “Yes” when asked if the Statement of Need reflected the needs of St. Rose Parish.
- 41 families indicated that they would be willing to volunteer their time for the campaign; six families indicated an interest in chairing the campaign.

# Executive Summary *(cont'd)*

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- Through personal interviews, focus groups and in-pew survey results, indications of support totaled \$974,140-\$1,206,312. The largest indication of support was \$75,000.
- With a careful process of identification and cultivation of major gift prospects, Ruotolo Associates believes that St. Rose Parish should set an initial goal in the range of \$ 3,017,500-\$3,503,000 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.
- Nearly every participant's perception of Fr. Bing is extremely positive. Father was recognized as being devout, caring, dynamic, enthusiastic, and personable.

# APPENDIX

# Statement of Need



There are unique opportunities for us as a parish family in the next few years. After prayer and consideration, Fr. Bing and parish lay leadership 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 and pastoral social activities.

Since the inception of this Parish, through sacrifice and commitment, faithful parishioners built and maintained the facilities of St. Rose that were conducive to their needs. However, to better serve our growing parish, parishioners and those who come to St. Rose now and in the future, there is a need go to the next phase of the development of the campus: build the Church, dedicated space for Religious Education, Adult Formation, and the bigger administration building to accommodate the growing number of staff. The following items have been identified as a need.

- STATEMENT OF NEED
- **The Parish Church:** The estimated cost is \$8,000,000
  - The Church: South East of present Spirituality Center.
    - 1,000 @ 18" seating capacity crucible form church,
    - A daily chapel with 120 @ 18" seating capacity, attached behind the church
    - Perpetual Adoration Chapel (20 cap.)
    - Ten (10) RE size classrooms at the basement level
    - Two (2) large multi-purpose rooms for Adult Formation
    - Parking lot, landscaping and church plaza
- **Later Phase: New Administration Building:** Attached behind the existing Spirituality Center
  - Ten office rooms for Admin and Pastoral Staff
  - Includes a conference room and two (2) consultation rooms.

# Statement of Need *(cont'd)*

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- **Second component** is paying off the mortgage loan with Notre Dame Federal Credit Union (NDFCU): \$1,900,000.
- **Third component** is the Diocesan portion of the goal. The total goal for St. Rose is \$1,106,441 though 35% of this goal stays with the parish community.
- **Total Project Cost: \$11.1M (estimated)**

Now, more than ever, as Catholics, we are charged with looking toward the future. Fr. Bing 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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