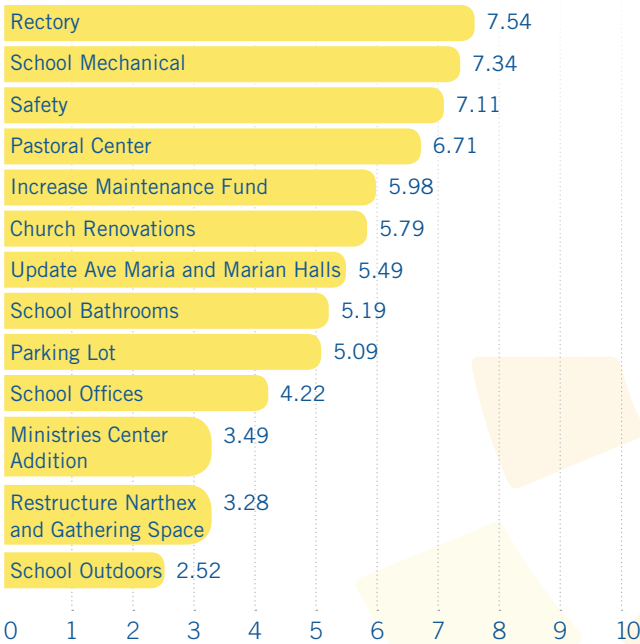


STUDY PARTICIPANTS

- Personal Interviews 62
- Mail/Online Surveys 390
- Total Participation 23%

PRIORITY OF RESPONDENTS



ST. MARY
CATHOLIC PARISH
LITTLETON

2017 PLANNING STUDY EXECUTIVE SUMMARY

OVERALL OBSERVATIONS

- The DCJM is beloved by its parish for its spirituality, humility, generosity and personal relationship with parishioners. Its ongoing leadership is seen as one of the parish's greatest assets.
- Parishioners love the DCJM's strong focus on the family.
- The school is a point of entry for many families. Retention of these families as they age is a great opportunity.
- The strength and diversity of ministries ensures that there is a place for everyone to connect here.

KEY STATISTICAL FINDINGS

- 67% of respondents are personally in favor of a capital campaign, including 92% of those interviewed.
- 71% of respondents will make a personal gift to the campaign, including 86% of those interviewed.
- 47 respondents indicated that they would serve in a leadership position.

FUNDRAISING POTENTIAL

- Based upon the positive results of the planning study, the Steier Group recommends that St. Mary Catholic Parish immediately move into the preparation phase of the 30-week campaign.
- The Steier Group projects that St. Mary will raise \$3.5 million- \$5 million over the three-year campaign by using the Steier Group's recommended timeframe and approach.

KEY RECOMMENDATIONS

- **Finalization of Goals**
 - o Finalize campaign projects – work with architect to solidify plans, confirm costs and secure renderings
 - o Consider tiered goals
 - o Secure Archdiocesan approval
- **Communications and Donor Relations**
 - o Communicate planning study results back to the parish
 - o Prior to starting the effort, conduct a one-month public relations phase to address concerns shared in the study, specifically in regards to the church renovation plans
 - o Create a comprehensive communications plan
 - o Create compelling visuals and use multiple communication channels to share the vision
- **Leadership Recruitment**
 - o Secure 2-3 volunteer general chairs who will be positive, committed leaders
 - o Recruit a diverse volunteer team with representation from key volunteer groups
 - o Ensure enough volunteers are secured on a cabinet to approach at least 200 families personally
- **Cultivation Strategy**
 - o Create lead gift appeal strategy
 - o Organize targeted cultivation events
 - o Approach school and parish leaders first
 - o Consider gift challenge opportunities
 - o Create donor recognition/naming opportunities