
St. Michael Parish

150th Anniversary Beautification Project

Feasibility Study Findings Summary Report

(Prepared by Domingo Betancourt, CFRE)

In preparation for its 150th anniversary, St. Michael Parish has been involved in a lengthy process of discernment regarding the possible renovations and upgrades to the following areas:

- Redesign of the Courtyard
- Beautification of the Church interior
- Upgrading of St. Michael School Classrooms

I. Objectives of the Feasibility Study

- Receive advice, note impressions and opinions, and gather information about St. Michael Parish;
- Measure the perceived need, and importance of the proposed project;
- Measure giving interest towards the projects;
- Measure the viability of a capital fundraising campaign; and
- Receive suggestions for leadership of a capital campaign.

II. Feasibility Study Participation

Study participants had an opportunity to indicate how compelling the project is, what elements seem most important, what impact the project could have on the parish and what challenges or obstacles may hinder the project. They commented on the specifics and timing of the proposed project and what changes they like to see.

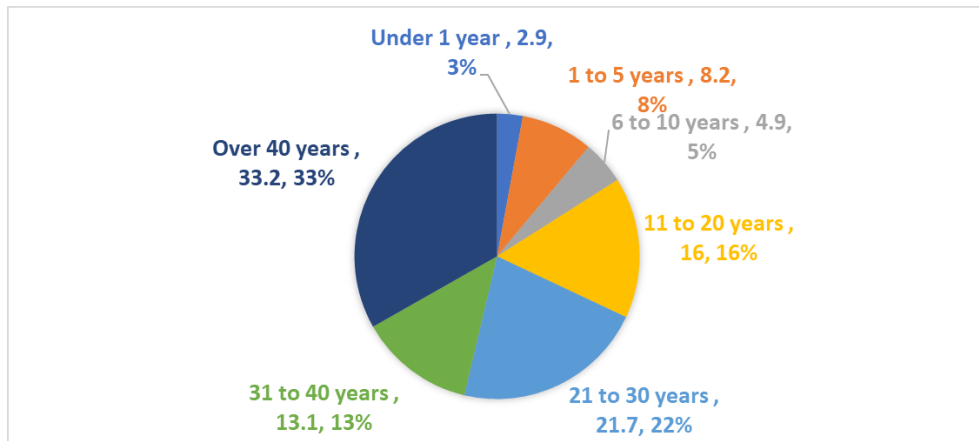
III. Summary of Feasibility Study Findings

In total, **249** surveys were completed (**10% of the 2,470** households).

- 29 Interviews: 96% in favor of campaign
- 128 Paper Surveys: 64% in favor of campaign
- 92 Online Surveys: 69% in favor of campaign
- Overall, **(69%)** indicated support of capital campaign
- Indicated pledging amount was \$1,450,138 (73% of \$2,000,000).
- Respondents ranked the three elements of the project in the following order of importance:
 - 1st - Upgrading St. Michael School Classrooms (**Essential -103 or 44%**).
 - 2nd - Redesigning of the Courtyard” (**Important but Not Essential - 116 or 48.9%**).
 - 3rd - Beautification of the Church Interior (**Important but Not Essential – 92 or 39%**).
- The parish could raise \$2,000,000 with a three-year pledge capital campaign.

How long have you been a member of St. Michael Parish?

Parishioners that have attended the St. Michael’s Parish for over 40 years make up the largest number of respondents at 33%. Respondents that make up the next three largest segments have been parishioners from 11 to 40 years. The three smallest segments are comprised of respondents that have attended parish less than 10 years.



What is your opinion/evaluation of your church in the following areas: Church physical plant facility (church, seating, parking, restrooms), Social outreach (e.g., Community Care, etc.), Ministries (e.g., Liturgical, Faith Formation, etc.), and overall perception?

(Rating: E-Excellent, V-Very Good, G-Good, F-Fair, P-Poor, N-No Opinion)

	Excellent		Very Good		Good		Fair		Poor		No Opinion		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	
Church physical plant facility (church, seating, parking, restrooms)	38	15.6%	94	38.7%	88	36.2%	20	8.2%	2	0.8%	1	0.4%	243
Social outreach (e.g., Community Care, etc.)	61	25.6%	87	36.6%	64	26.9%	12	5.0%	2	0.8%	12	5.0%	238
Ministries (e.g., Liturgical, Faith Formation, etc.)	48	20.0%	74	30.8%	68	28.3%	29	12.1%	10	4.2%	11	4.6%	240
Overall perception	47	19.7%	92	38.5%	85	35.6%	13	5.4%	0	%	2	0.8%	239

Please indicate your feelings regarding the proposed Redesign of the Courtyard, Beautification of the Church interior, and Upgrading of St. Michael School Classrooms.

(E-Essential, IBNE-Important But Not Essential, SI-Somewhat Important, NI-Not Important)

These results can help a parish determine and prioritize how campaign dollars are spent. In this case, a majority (103 or 44%) of respondents feel that “Upgrading of St. Michael School Classrooms” is most “Essential”. The next majority (116 or 48.9%) feel that “Redesigning of the Courtyard” is “Important but Not Essential” followed by the “Beautification of the Church Interior” at (92 or 39%)

	Essential		Important But Not Essential		Somewhat Important		Not Important		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	
Redesign of the Courtyard (See Proposed Project details in study brochure)	51	21.5%	116	48.9%	34	14.3%	36	15.2%	237
Beautification of the Church interior (See Proposed Project details in study brochure)	50	21.2%	92	39.0%	47	19.9%	47	19.9%	236
Upgrading of St. Michael School Classrooms (See Proposed Project details in study brochure)	103	44.0%	70	29.9%	27	11.5%	34	14.5%	234

To complete the project we will need to raise \$2 Million. Are you in favor of a capital campaign to help meet this financial commitment?

69% of parishioners favored a capital campaign.

Would you consider making a 3-year pledge commitment to the campaign?

58% said yes.

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

- Perceived resurgence of a pandemic and low participation due to economic circumstances

IV. Summary of Feasibility Study Recommendations

Most of the study respondents are long-term parishioners thus the campaign should build on this strength but also focus efforts on reaching younger families. Since the study response rate was low (10%) - when compared to the results of studies in parishes of similar size - the campaign should concentrate on producing a high participation rate. There's a positive perception of the parish and leadership. A majority support the three elements of the proposed project with the school classrooms deemed most favorable, followed by the courtyard and the interior of the church. Most respondents support a capital campaign and indicate substantial financial support should the parish move forward. Potential capital campaign volunteers self-identified but revealed some apprehension. As a result, further clarification of their roles and responsibilities would be central to securing their participation. Given the expressed concerns about the state of economy and with some aspects of the proposed project designs, the capital campaign ought to clearly justify the reasons for the project and communicate any adjustments to the proposed design work.

Founded on the results of the study, it is feasible for St. Michael Parish to conduct a capital campaign to raise \$2 million as soon as the fall 2022.

V. Conclusion

Our Sunday Visitor has found that there is support and financial potential for a capital campaign at St. Michael 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.