



Saint Thomas More Catholic Church Feasibility Study Summary as of 9.21.11

Summary 408 Surveys

Not surprisingly, there is substantial concern about the economy, especially among older members. In general, people want significantly more detailed information before they would be willing to commit to a plan, and many good questions are being raised (What other office options could be pursued? Have we thoroughly studied seating issues for the handicapped? Do we have a study to show we need more seats?). Based on the comments, there is the sense that people would support a project now that focuses more on the school than the church. There is also a significant hurdle to a successful campaign because of the current state of the diocese; however, we believe you have a 90 percent chance of raising \$3,100,000, a 70 percent chance of raising \$3,800,000, and a 50 percent chance of raising \$4,500,000.

Findings Summary

1. 86% were satisfied with the projects completed in Phase I of your building plan.
2. 70% felt last campaign's fundraising approach was effective.
3. Support for Building Projects (Plan A)
 - a. 52% support adding seating. 17% neutral. 28% oppose.
 - b. 54% support new offices on Holmes side of church. 17% neutral. 25% oppose.
 - c. 58% support demolishing parish office. 14% neutral. 23% oppose.
 - d. 82% support maintenance and improvements to the school. 11% neutral. 6% oppose.
 - e. 58% support raising funds for endowment. 24% neutral. 13% oppose.
4. 66% have high confidence in church leadership to make the right plans.
5. 47% would support a capital campaign to immediately begin Plan A. 20% neutral. 30% opposed.
 - a. Approximately \$1,180,000 offered in early giving estimate. (Top offering: \$100,000)
6. 50% would support a campaign financially. 20% would not support. 30% don't know.

Survey Themes and Observations

1. **Support Comparison to 2007:** In 2007, the percentage who would financially support Phase I was much higher at 63% (versus 47% for Phase II). However, the amount offered in early giving estimates was essentially the same (\$1M).
2. **Lower Giving Amounts:** A common theme among interviewees was that people would support a campaign now; however, the amount they give will be less than in the prior campaign.
3. **School Focus:** While people love the church, there is the sense that more funds need to go to the school so there is a better balance between the two entities in terms of overall dollars spent in campaigns.
4. **Diocesan Impact:** There is still a lot of anger among parishioners about the state of the diocese. The notion that a portion of funds from a campaign will go to the diocese may keep some from giving (27 negative comments).
5. **More Data Needed for Plan A:** There is a strong desire for information from your people about any and all aspects of the plans presented in the study.