

St. Mary of the Mission

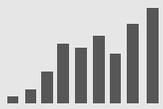
Feasibility Study: Summary

St. Mary of the Mission is pleased to share this Summary of the Feasibility Study findings from recent in-person and electronic surveys conducted with parishioners and families. Please accept our gratitude for your interest, participation, and for considering the Study an important priority.

CCS employed a three-phased approach, to ensure the most comprehensive study possible. These phases included the following:

Wealth Scan

CCS undertook an in-depth review of St. Mary of the Mission.



Personal Interviews

CCS conducted strategic conversations with 32 families.



In-Pew Surveys

CCS complemented our data collection by analyzing 45 Electronic surveys.



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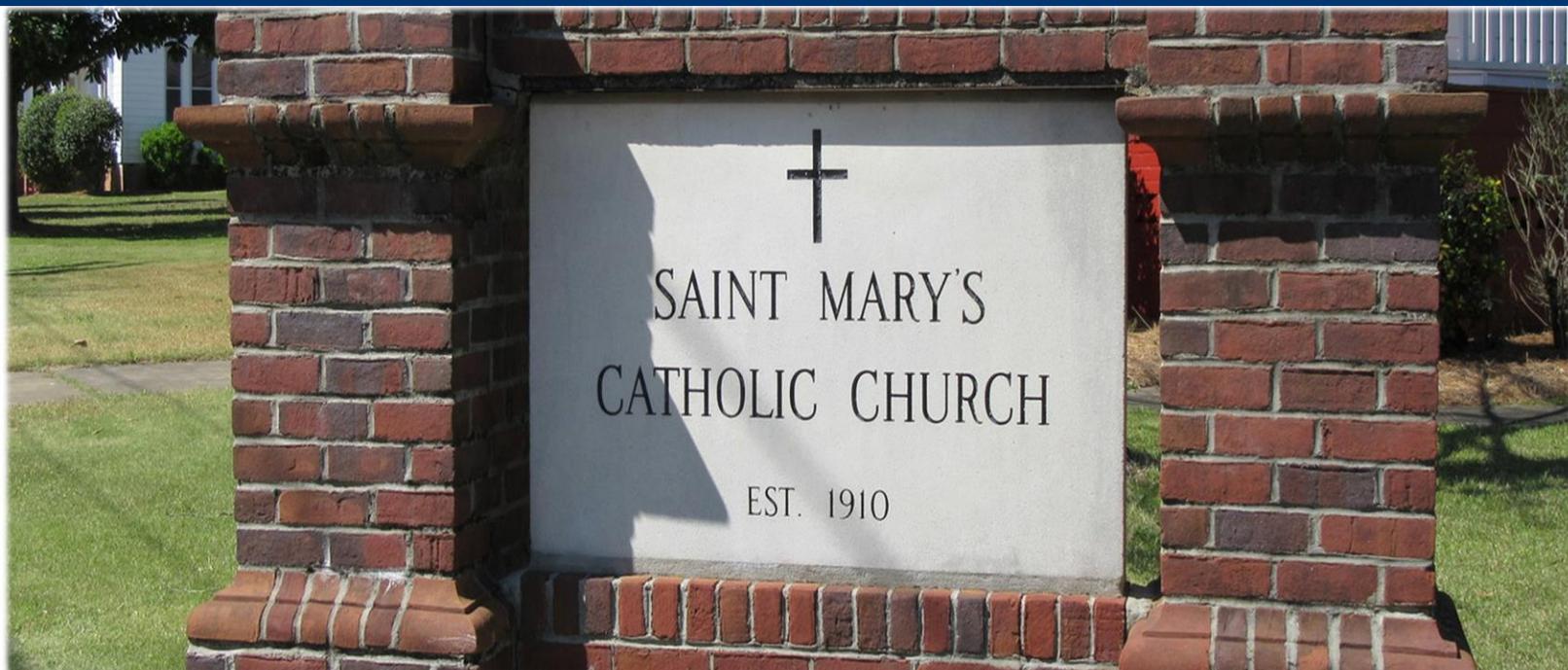
This is our Church – it's our obligation to take care of our Parish. We want our grandchildren and future generations to have a beautiful Church!

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Study Overview:

St. Mary of the Mission engaged CCS to conduct a planning study to gather the thoughts and advice of our parish community. In July 2020, findings from strategic, in-person conversations and Electronic surveys offered constructive feedback to assess the messaging for a \$1.5 million campaign. The purpose of this Study was to identify:

- Perceptions of St. Mary's strengths and challenges;
- Reactions to the Strategic Facility Plan projects;
- Feasibility of a proposed campaign goal of \$1.5 million;
- Indications of personal involvement and philanthropy;
- Availability of potential campaign leadership;
- Advise on potential challenges of obstacles that could hinder a successful campaign.



Key Findings

100%

of participants have either a “Very Positive” or “Positive” view of St. Mary of the Mission, noting the parish’s **pastor, deep-roots, and community** as strengths.

85%

of respondents indicated a willingness to **participate** in the campaign in a leadership role or on a committee.

97%

of participants indicated a willingness to **make a gift** to the campaign.

Based on Study interviews and electronic surveys, **CCS recommends that St. Mary of the Mission proceed with the campaign encompassing the facilities plan priorities.** CCS also believes that St. Mary has the potential to achieve a campaign goal of \$800,000 over three to five years. There is significant opportunity to position St. Mary for success by developing strong messaging for the campaign, involving effective leaders, and dedicating the appropriate resources to support their efforts.

Key Strategic Recommendations

- Establish a challenging, yet achievable campaign goal of \$800,000 with a stretch goal of \$1 million.
- Create a compelling case for support and determine a more-focused scope of project priorities.
- Develop a campaign timeline and institute benchmarks for a \$800,000 campaign over a 3 to 5-year period.
- Create a personalized engagement approach for the community centered on the legacy and history of its parishioners.
- Recruit and empower campaign and volunteer leadership

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We love St. Mary’s! It’s where we were raised and where our children were raised too.

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How would you rank case elements in order of priority?

Campaign Case Element	High Priority	Medium Priority	Low Priority	Unsure
Renovation of 1 st floor	88%	6%	6%	0%
Kitchen, Restrooms, and Storage	69%	25%	6%	0%
Meeting rooms / Classrooms	44%	37%	19%	0%
Parking Lot	81%	19%	0%	0%

Commitment for the Future

St. Mary’s community—from outstanding parish leadership to deeply-rooted support for families—are what make the Church a vital and beloved part of the community. Maintaining the tradition of the community, while growing the parish, will ensure future generations of families remain engaged. 92% of interviewees identified Fr. Bruce, and parishioners as strengths of the parish. **We begin today.**