



40 YEARS OF PHILANTHROPIC COUNSEL

# Pre-Campaign Study Executive Summary



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# Purpose of Pre-Campaign Study

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- To determine strengths, weaknesses, and overall image of OLW.
- To gauge receptivity to the Statement of Need.
- To determine philanthropic potential from OLW and some external individuals.
- 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 OLW in August of 2019 to conduct a Pre-Campaign Study in the Fall of 2019.
- In total, 302 families participated in the Pre-Campaign Study. Nearly 93% of active families are represented in this survey. Additionally, six interviewees were from external parishes. 51 personal interviews were conducted which included a total of 31 individuals and twenty 20 couples. 45 of the interviewees were parishioners; six were non-parishioners.
- Two focus groups were held; 27 families participated which consisted of 19 individuals and seven couples. Two individuals wished to remain anonymous.
- All parish families were invited to participate in an in-pew survey or e-survey. There were 140 responses to the in-pew survey and 85 responses to the e-survey. Much care was taken to avoid duplication.
- Steve Michalek, Vice President & Director of Church Division, and Jacqueline Rossow, Senior Associate, conducted the personal interviews. Jacqueline Rossow facilitated the focus groups.

# Executive Summary

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- 94% of each - parishioners interviewed, focus group participants and those that completed the in-pew surveys, and 91% of the e-survey participants feel The Cathedral Parish communicates effectively.
- Interview, focus group, and in-pew survey participants were asked if the *Statement of Need* accurately reflects the needs of The Cathedral Parish and the greater Houston community - 70% of respondents indicated “Yes”; 12% of respondents indicated “No”; 5% indicated “Not sure” and 12% didn’t answer the question.
- 84% of parishioners interviewed, 71% of focus group participants and 61% of those that completed the in-pew survey or e-survey indicated that they would financially support a capital campaign as it was presented to them in the *Statement of Need*.
- 100% of parishioners interviewed felt supportive of the presence of the Dominican Sisters at The Cathedral Parish.
- 104 families indicated that they would be willing to volunteer their time for the campaign; three families indicated an interest in chairing the campaign.

## Executive Summary *(continued)*

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- Indications of support from interviews, focus groups, and the in-pew survey/e-survey totaled \$3,127,314- \$3,499,327 (176 total respondents).
- Largest gift indication in the study was \$2.2 million.
- Ruotolo Associates believes that The Cathedral of Our Lady of Walsingham Parish is likely to raise in the range of \$3,650,000 - \$4,200,000 from parish families during a capital campaign.
- RA believes OLW could potentially raise an additional \$8M - \$12M in philanthropic support.
- The results of the Pre-Campaign Study should be formally presented to the parish prior to starting any fundraising efforts.

# Thank You!

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