



2016 PLANNING STUDY RESULTS SUMMARY

Dear Parishioners,

March 4, 2016

I would like to thank everyone who participated in the Planning Study over the last five weeks. The participation was outstanding, with 217 households sharing their insights that are critical to our campaign assessment.

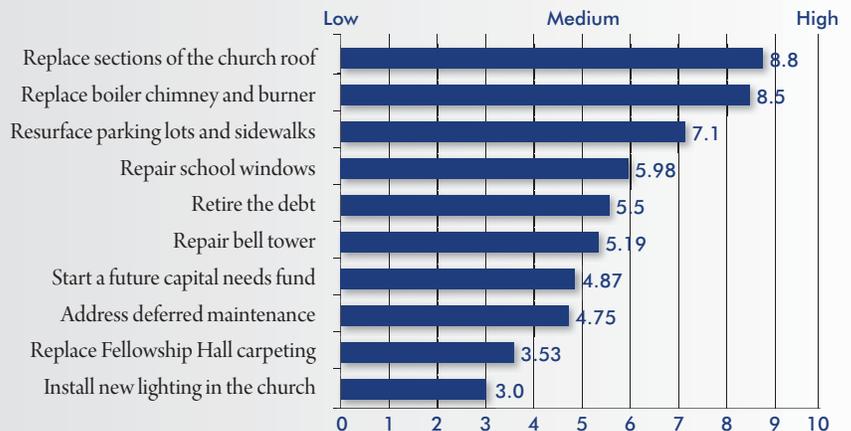
On February 25, our parish leaders received the results from our study, and I wanted to share some of the key observations and recommendations from that report.

PARTICIPATION



PRIORITY OF RESPONDENTS

Scores were calculated by assigning 10 points for a high priority, 5 points for a medium priority and 0 for a low priority, and then determining the average.



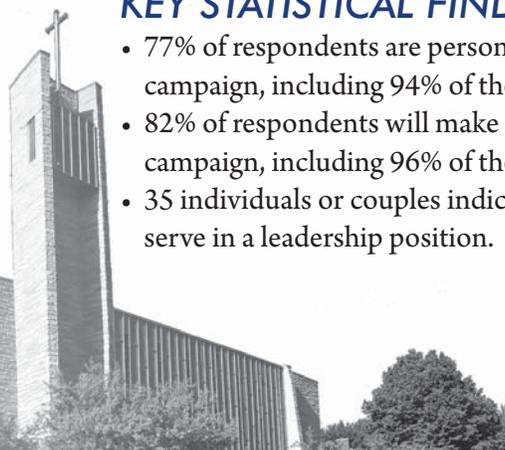
OVERALL OBSERVATIONS

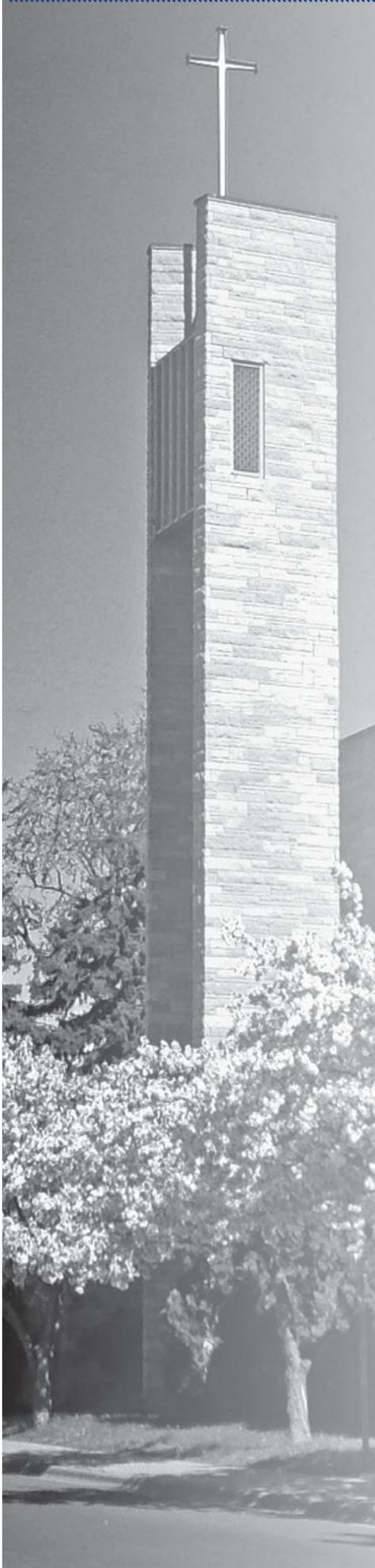
- Respondents desire to see the most needed projects addressed first, especially those repairs that would prevent further damage and costs to the church and school.
- Parishioners were surprised the school windows still needed repair and that there is substantial debt.
- Parishioners request that plans and a timeline are created and presented to the parish, clearly outlining the projects being addressed, the costs and the time of start and completion.

KEY STATISTICAL FINDINGS

- 77% of respondents are personally in favor of a capital campaign, including 94% of those interviewed.
- 82% of respondents will make a personal gift to the campaign, including 96% of those interviewed.
- 35 individuals or couples indicated that they would serve in a leadership position.

(over)





Primary Recommendations

- **CAMPAIGN CASE** Finalize the campaign goals based on the parish's planning, study responses and the projected funding potential. Use tiered goals that specifies what needs are addressed as funds are secured.
- **LEADERSHIP** Fr. Mitchell must take an active role in leading the campaign. Recruit a strong, diverse leadership team solidifying commitments from those who indicated their interest in the study.
- **COMMUNICATIONS** Use all resources such as print materials, electronic mediums and events. Share the study results and recommendations to the entire parish. Continue to educate parishioners and school parents on the needs facing the parish and school.
- **APPEALS** Secure enough campaign volunteers to approach active donors through face-to-face visits. Execute other appeal strategies such as direct mail, phone follow up, and appeals during and after Masses.
- **DONOR INTENT** Consult with legal counsel to discuss options for the parish to protect campaign funds from potential litigations. Consider forming a separately incorporated entity that manages gift payments.

Based upon the positive results of the planning study, the Steier Group recommends that Immaculate Conception immediately move forward into the preparation phase of the campaign beginning March.

Next Steps

- Before conducting a capital campaign, Immaculate Conception must send in a proxy to the Archdiocese for approval. The Archdiocese will review the scope of the proposed projects, preliminary estimates of costs and source of funding.
- Immaculate Conception's leaders are now evaluating the favorable results of the planning study in order to reach a determination of the capital campaign goals. After the goals are set, detailed plans will be prepared and presented to the parish.

I believe that it is vitally important that we are unified and enthusiastic about the goals of the upcoming campaign. I am committed to communicating and sharing fully the vision of the projects as we work to meet the needs of our faith community. The parish administration, parish council, finance committee and parish staff will be actively involved in ongoing planning for the parish. We will provide regular updates on our progress and to remain transparent in our efforts.

Once again, I am grateful for your willingness to participate in the planning study, and I sincerely pray that you and your families are having a blessed Lent.

God Bless You,

Father John Mitchell

Fr. John Mitchell, Pastor