



St. Francis Xavier

CATHOLIC CHURCH

♦ Seeking Christ Together ♦

PLANNING STUDY RESULTS

Thank you for participating in this critical campaign preparation process.

Number of people participating in the planning study:



66 Personal Interviews were conducted.
107 Mail and Online Surveys were completed.
197 In-Pew Surveys were completed.



79% of respondents will make a personal gift to the campaign, **including 92% of those interviewed.**



Participants rated all four of the proposed goals as high to moderately high priorities in the following order:

1. Expand the Educational Building – 8.13
2. Renovate the Parish Hall – 7.77
3. Educational and Campus Connection Improvements – 6.67
4. Annex/Xavier Hall Improvements – 5.12

Scores were calculated by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. The cumulative value for each project was then divided by the number of responses for that project.

Observations

- There is a deep appreciation for the relationships and community at St. Francis Xavier. This was the number one answer when asked "What do you like best about St. Francis?" with many expressing that St. Francis has become like family to them. A campaign effort will highlight and strengthen the connections already in place as well as foster new relationships.
- Parishioners want community to be a strength between the Hispanic and Anglo communities as well. Feedback expressed it feels a bit like two separate churches on one campus and that a more unified community would be best for St. Francis' future.
- The majority of participants feel campus improvements have to be made. There is a general understanding that these improvements are long overdue. Many pinpointed safety and ADA compliance as their biggest concern with the facilities with a desire to accomplish these pieces first.
- With questions remaining about the school's long-term growth, additional time for cultivation and education will be key to the campaign's success. Donor events, one-on-one conversations and special opportunities to see the need for these projects will ensure increased buy-in and excitement about the campaign goals.
- There is a strong desire for parish hall improvements as many parishioners and guests use this facility on a regular basis. This tested as the number two priority but was the highest priority for those interviewed. Respondents felt the updates to parish hall would increase the opportunities to connect as a community and create a more welcoming campus for parishioners and visitors.

(over)



Fundraising Potential

The Steier Group projects that the community will raise **\$6.5 million to \$9 million** in a capital campaign by using the Steier Group's recommended approach.



Recommendations

On June 11, representatives from the Steier Group reported their findings and recommendations to Father Joe and about 40 leaders from various roles within our parish including staff, Finance Council, Pastoral Council, School Advisory Board, School Endowment Committee and Property Management Committee. Based on the positive response from the community, the Steier Group recommended that St. Francis Xavier move forward with a capital campaign.



Next Steps

We will spend the summer preparing for a capital campaign. We will be recruiting leaders and developing communications materials ahead of a public campaign beginning in the fall. We are already beginning work on key objectives:

- We're working closely with our architect to bring detail to the plans based upon the fundraising projections. This will include tiered goals for key fundraising milestones.
- We are assessing all planning study responses to compile a full list of frequently asked questions (FAQ) to share with our community in the fall.
- We are planning additional opportunities this fall for the St. Francis community to gather in person, ask questions and learn more about the campus master plan as we build excitement and a shared vision for the future of the entire St. Francis community.

Thanks again to all who participated in this critical study for St. Francis Xavier. The input has been extremely beneficial. With the Holy Spirit's guidance and with the support of our entire community, we know our upcoming campaign will be a success!

TO BUILD ON OUR
STRONG FOUNDATION,
**WE ARE CALLED
TO INVEST NOW**
SO OUR CAMPUS
CAN FULLY SUPPORT
OUR MISSION FOR
GENERATIONS TO COME.

