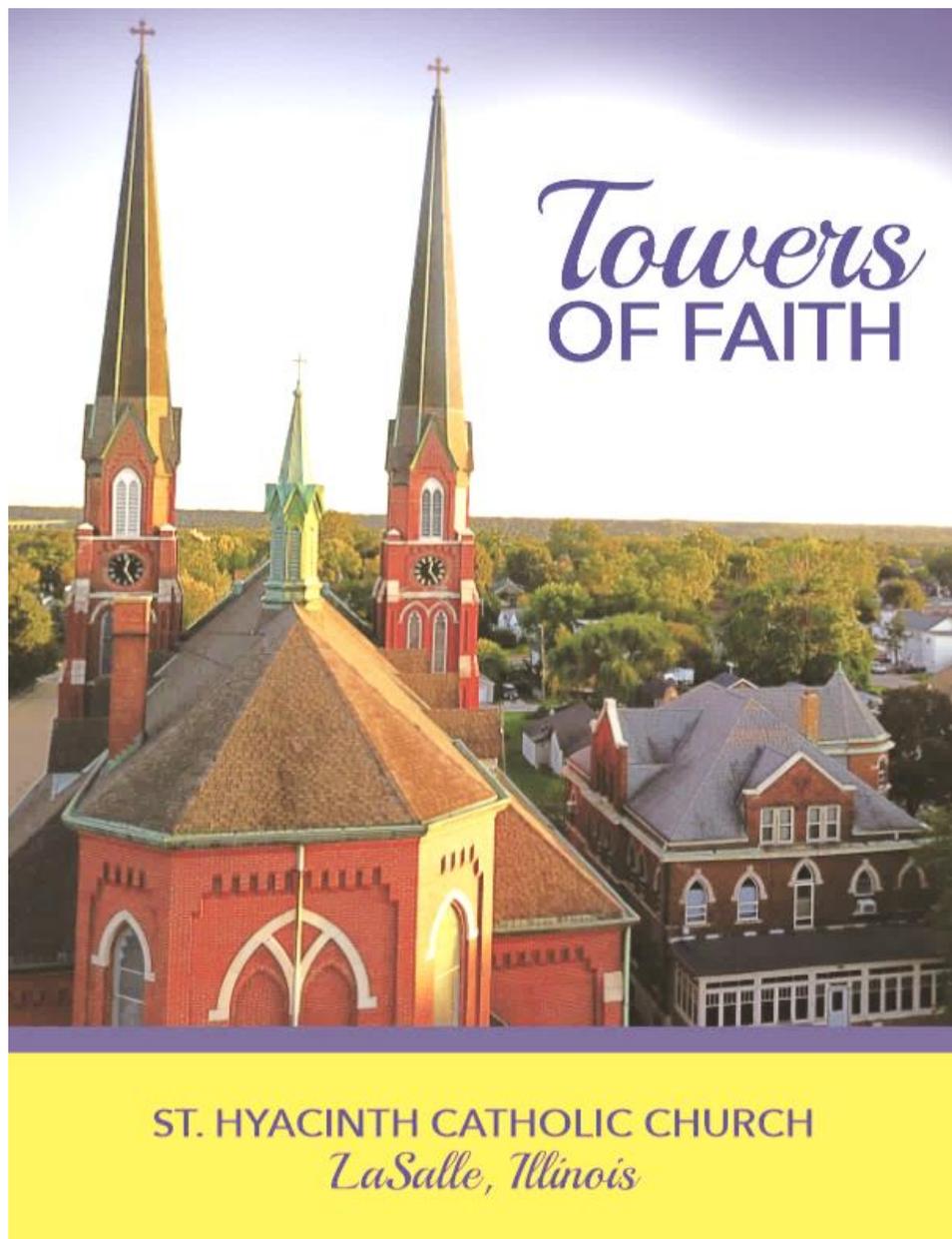


Towers of Faith Feasibility Study Results





Joseph CONSULTING



*“maximizing financial potential through
stewardship, endowment, and campaign leadership”*

December 10, 2019

Rev. Paul Carlson
Rev. Thomas Otto
Feasibility Study Committee
St. Hyacinth Catholic Church
725 – Fourth Street
LaSalle, IL 61301

Dear Fr. Carlson, Fr. Otto and Committee Members:

In accordance with your request, we have conducted a fund-raising feasibility study to determine the attitudes of the St. Hyacinth community toward a proposed capital fund raising campaign to secure gifts and pledges to renovate your historic church.

To initiate the feasibility study, we worked carefully with Father Carlson and Fr. Otto and members of the Feasibility Study Committee in preparing a case statement to articulate the rationale for this proposed major fund-raising effort. Significant efforts were made to communicate and increase awareness for the meetings and feasibility study process. All correspondence and materials were produced in both English and Spanish to be inclusive of the entire parish. These efforts included a parish-wide letter introducing the feasibility study, announcements placed in the bulletin during the study, invitations to attend a meeting for each family, mass announcements and reminder telephone calls, usually the day prior to the meeting.

A total of fourteen informational meetings were held between November 4 and 13, attended by 249 individuals. Please refer to Informational Meetings Recap on page 11.

This project would not have moved forward with such detail and professionalism without the leadership of Fr. Carlson and Fr. Otto and the Feasibility Study Committee. Special thanks must also be given to Rosa Vasquez and Julie Brown who assumed the role of feasibility study secretaries. They were responsible for communicating with all the host families, securing the results of all who agreed to attend an informational meeting. To ensure a maximum attendance and participation at the meetings, they made reminder telephone calls to all invited guests the day prior to the meeting they were to attend.

*PO Box 1132 - Bettendorf, Iowa 52722
cell: 563-349-0589 - email: gljosephconsulting@gmail.com - www.josephconsulting.net*

Finally, Rosa and Julie contacted over 70 families (many of them required numerous phone calls) to schedule confidential interviews.

The format of the informational meetings included an opening prayer, introductory remarks by the host, and a presentation of the case statement by one of five casebook presenters, followed by a question and answer session and light refreshments. Committee members who presented the case booklet and directed the meetings were Nikki Baer, Jackie Bruski, Ambrocio Marquez, Mary Kay Pangrcic and Mike Trench. Additional committee members assisted at the meetings.

Those attending the sessions were furnished a copy of the case booklet and were encouraged to respond to the presentation with observations and questions. Thirteen families provided endorsements in the case booklet. The text of the booklet was developed by the committee with guidance and direction by our firm.

At all the meetings, a healthy exchange of information and ideas took place during and following the casebook presentation. A total of 48 confidential interviews were conducted involving 63 individuals.

Criteria used in determining potential interviewees included:

- attendance at the informational meetings
- cross-sectional representation from different generations
- past and current parish involvement
- past and current parish financial support
- the availability to attend the scheduled interview session

To secure answers for the feasibility study report, it was explained that the interviews were confidential and none of the answers received would be shared with anyone at anytime. It was our intent to maintain a neutral position so as not to influence the interviewee's answers.

In order to obtain valued and important input of persons who attended an informational meeting but were not personally interviewed, a questionnaire was mailed by our firm with a postage-paid, return envelope to the Joseph Consulting office in Bettendorf. 133 questionnaires were mailed with 81 being returned (61%, a very good response!).

We sincerely appreciate the opportunity to guide your parish in this important feasibility study. In the confidential interviews that we conducted and through the completed questionnaires that were returned, we believe that there is a genuine desire to move forward with a major capital campaign for the improvements to your beautiful church.

With the relationships that we have built with your parish families and the experience of twenty-five years of managing and directing parish capital campaigns, we are confident that we will help you maximize the financial potential that exists at St. Hyacinth at this time. We are anxious to begin to work with you to help you achieve a resounding successful campaign!

Thank you and may God bless you for your dedication to this project. Respectfully yours,



George L. Joseph
President



Betsy Polaschek
Development Assistant

GENERAL OBSERVATION

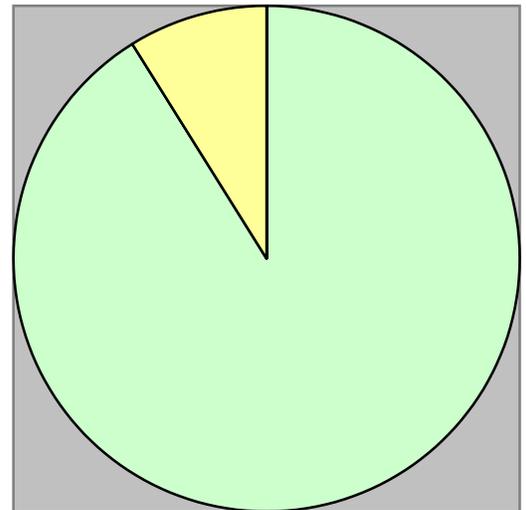
The results of the confidential interviews and completed, returned questionnaires indicate a favorable attitude toward the proposed project but at a financial level less than what is needed to fully complete all aspects that were tested in one campaign.

**RESPONSES TO 130 CONFIDENTIAL INTERVIEWS
AND RETURNED QUESTIONNAIRES**

1. In general, how do you feel about your parish and leadership of Fr. Carlson?

| | <u>Total</u> | <u>%</u> |
|--------------|--------------|------------|
| Excellent | 116 | 90 |
| Good | 13 | 10 |
| Poor | 0 | 0 |
| No Opinion | <u>1</u> | <u>0</u> |
| TOTAL | 130 | 100 |

It is very important that parish members feel positive about their parish in order to fully maximize their financial potential. The excellent and good total of 90% is one of the highest levels we have experienced in conducting feasibility studies. This will be very beneficial in moving forward to maximizing the financial goal in a capital campaign. Of major concern among the parishioners is that Fr. Carlson remain at St. Hyacinth to see the project through!

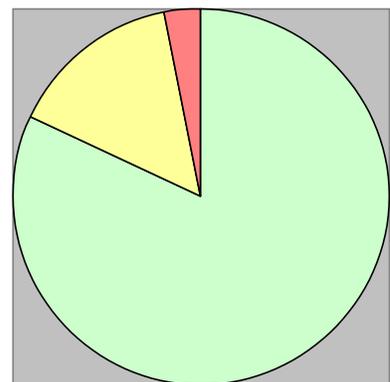


■ Excellent ■ Good ■ Poor ■ No Opinion

2. Are you in favor of the proposed renovations?

| | <u>Total</u> | <u>%</u> |
|--------------|--------------|------------|
| Yes | 107 | 82 |
| Uncertain | 19 | 15 |
| No | <u>4</u> | <u>3</u> |
| TOTAL | 130 | 100 |

The number of those who are supportive of the campaign is at a very high level. Many of those who answered UNCERTAIN favor moving forward into this project but are concerned what priorities would be taken should the goal need to be lowered. The small number of respondents not in favor of addressing the proposed renovations are generally concerned about the closing of the parish in the future.

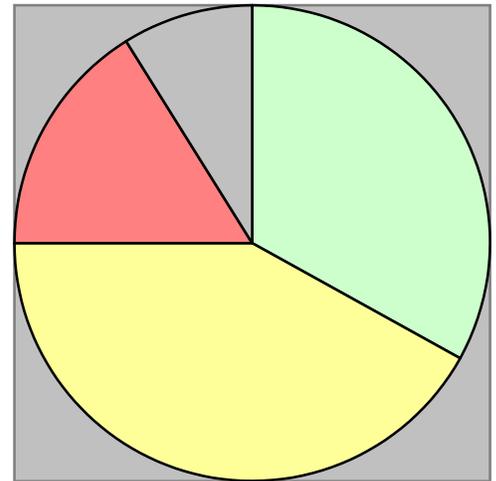


■ Yes ■ Uncertain ■ No

3. In your personal opinion, is \$2,265,000 an obtainable campaign goal?

| | <u>Total</u> | <u>%</u> |
|--------------|--------------|------------|
| Yes | 43 | 33 |
| Uncertain | 54 ½ | 42 |
| No | 20 | 15 |
| No Opinion | <u>12 ½</u> | <u>10</u> |
| TOTAL | 130 | 100 |

We ask this question to gain an insight into what the interviewees “gut feeling” is to the proposed \$2.265 million needs to complete the renovations in one phase. We generally look for an acceptance level of 60-70% to this question.

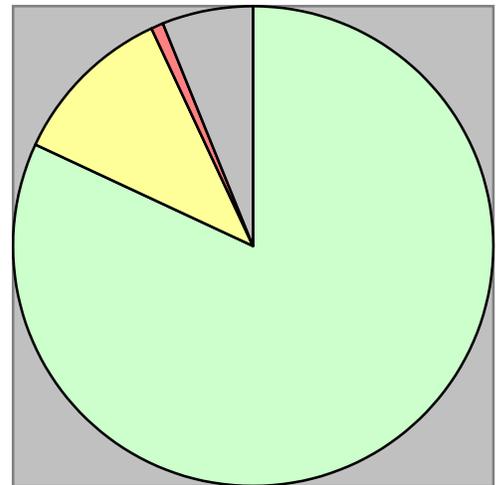


Legend: Yes (light green), Uncertain (yellow), No (red), No Opinion (grey)

4. The timetable that is projected is for the capital campaign to be conducted after the first of the year. Do you support this timetable?

| | <u>Total</u> | <u>%</u> |
|--------------|--------------|------------|
| Yes | 105 | 81 |
| Uncertain | 15 | 12 |
| No | 1 | 1 |
| No Opinion | <u>9</u> | <u>6</u> |
| TOTAL | 130 | 100 |

The strong majority of “yes” respondents believe the project should move forward immediately as the momentum and interest has been elevated and the needs even if not the total package, require the renovations to be done as soon as possible so that the problems will not continue to get worse.



Legend: Yes (light green), Uncertain (yellow), No (red), No Opinion (grey)

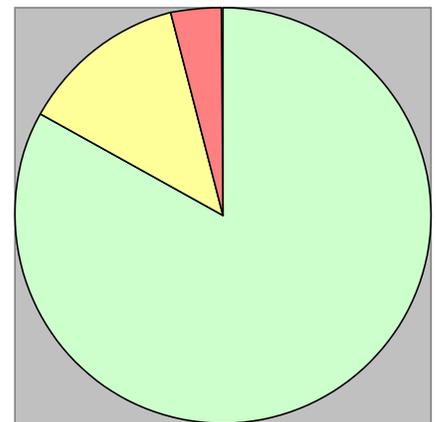
5. In order to achieve a maximum success for this project, many volunteers will need to be enlisted. It was explained that no one would be required to make an “ask” for a financial commitment, but rather, provide follow-up to a handful of families of your choice, explain the project, and answer questions. Would you consider helping St. Hyacinth by being a volunteer in this role?

| | |
|-----------|--------------|
| | <u>Total</u> |
| Yes | 45 |
| Uncertain | 13 |
| No | <u>72</u> |
| TOTAL | 130 |

We anticipate the need for 20-25 volunteers to successfully complete a campaign. With 45 agreeing and another 13 who may seriously consider it, the number of volunteers should be at a very good level to move into a capital campaign.

6. If a capital campaign were initiated, would you make a financial commitment?

| | | |
|-----------|--------------|----------|
| | <u>Total</u> | <u>%</u> |
| Yes | 109 | 84 |
| No | 16 | 12 |
| Uncertain | <u>5</u> | <u>4</u> |
| TOTAL | 130 | 100 |



Yes No Uncertain

This is one of the most important questions we ask as we need to determine if the respondent will make a financial commitment should a campaign be initiated.

The results are a good indication of probable number of families who will participate when a campaign is initiated. Many of the “no” respondents were most concerned about the church being closed after renovations were made.

7. Of equal importance with the numbers of support is a review of the probable range of commitments revealed when asked the following: *“What range of commitment would you seriously consider for your family if a campaign were forthcoming?”*

ESTIMATED GIFT RESULTS OF 130 CONFIDENTIAL INTERVIEWS AND RETURNED QUESTIONNAIRES

| <u>NUMBER</u> | <u>IN THE RANGE OF</u> | <u>TOTAL</u> |
|----------------------|-------------------------------|--------------------------|
| 0 | \$500,000 | \$0 |
| 0 | 250,000 | 0 |
| 1 | 100,000 - 150,000 | 120,000 |
| 1 | 50,000 - 75,000 | 50,000 |
| 1 | 25,000 - 40,000 | 25,000 |
| 1 | 15,000 - 18,000 | 12,000 - 18,000 |
| 9 | 9,000 - 12,000 | 92,500 - 109,000 |
| 15 | 6,000 - 7,500 | 90,500 - 110,500 |
| 57 | 3,000 - 5,000 | 191,600 - 234,100 |
| 18 | Under 3,000 | 20,900 - 24,400 |
| 11 | No Answer | 7,500 - 15,000* |
| <u>16</u> | No Gift | <u>0</u> |
| 130 | TOTAL | \$610,000-706,000 |

*** an estimate by the consultant**

In the developing of the needs package and solutions we estimated the costs for Priority One at \$1,360,485 and the inclusion of Priority Two to total \$2,265,925.

The results of the 130 Confidential Interviews and Returned Questionnaires (approximately 20% of registered families) reveal a probable range of giving of \$610,000-\$706,000 from these families.

JOSEPH CONSULTING PROFESSIONAL OPINION

Based on the input secured through 14 informational meetings and 130 confidential interviews and returned questionnaires, we believe the parishes' financial potential is in the range of \$900,000 to \$1,000,000 at this time.

Even though neither Priority I nor II tested goals appear to be attainable we feel there is sufficient support to address most of the needs in a revised order of importance not to exceed \$1,000,000 and a campaign should be initiated to meet that need.

JOSEPH CONSULTING RECOMMENDATIONS

1. Develop a new revised priority of needs based on the potential attainable financial goal of \$1,000,000.
2. Initiate a capital campaign for \$1,000,000.
3. Initiate the Proposed Time Schedule
4. Identify and enlist campaign leadership.
5. Develop a comprehensive Master Capital Campaign Timetable with determined dates and outcomes to follow
6. ~~Plan an appropriate~~ Launching Event for all parish families and other prospects with a program to include a keynote address and remarks by campaign leadership, endorsements of the project by select church families and presentation by selected renovation firms.