

Feasibility Study Findings & Recommendations St. Luke the Evangelist Parish

January 2018

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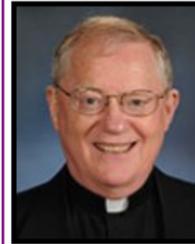
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A Message From Fr. Larry



I want to thank everyone who participated in the Feasibility Study. Reading through the entire report, I learned a lot about our parish and the thoughts of the people who make up our faith community. I can tell that the Holy Spirit is

working through us.

The Feasibility Study reports that members feel good about the direction the church is going, and respondents indicated a readiness to move forward with a capital campaign to expand our facilities.

Throughout the report, I noted the concerns about young families having a difficult time making ends meet and the need of parishioners for more information about our long-range parish plans. I understand these concerns. Because of what we learned from the feasibility study, the Parish Council has elected to proceed with our second campaign and the Diocese has given us their approval to do so. *Now the work begins.*

St. Teresa of Avila reminds us “Christ has no body now on earth but yours, no hands but

yours. Yours are the eyes through which He is to go about doing good. Yours are the hands with which He is to bless people now.” We are the bodies that Christ uses to build God’s Kingdom here on earth. Without our willingness to share our gifts of time, talent and treasure, we would be limiting what God wants to do through us.

I encourage you to consider volunteering for one of the six different teams. No prior experience or skills are necessary. This is an especially good opportunity for our newer members who are looking for a short-term time commitment and want to get involved in the parish. It will be a great opportunity to meet other parishioners. See page 2 for more information about the Campaign Volunteer Meeting.

Please remember to pray for the mission of our parish, for those in our church community who are experiencing rough times, and for all those in our greater community.

God bless you.

In Christ,

Fr. Larry Hoffmann

*St. Luke the Evangelist
Mission Statement
We, the members of Saint Luke
the Evangelist Catholic Parish,
endeavor to carry on Christ’s
mission with three vibrant
centers, connected spiritually
and physically.
In devotion to God, our loving
Father, we host a worship
center where all are welcome.
In service to God the Son,
Jesus Christ, who is teacher
and prophet, we offer a
lifelong education center
dedicated to enriching
the faith and lives of all.
In homage to God, the Holy
Spirit, we recognize our call to
serve those in need.
Nourished by God’s abundant
blessings, our mission grows
from open farmland to a
spiritual home for all seasons
of life.*

The Parish Leadership Reviews Report – Says YES to Campaign

Upon review discussion of the recent Feasibility Study—which strongly indicates that members want to move forward with expanding our facilities—the Parish Leadership decided to move forward with a Capital Campaign this spring. It petitioned the diocese for permission to proceed with the campaign and on December 29, we received a letter of approval.

The Council understands that the second campaign will be more difficult than the first campaign and it will involve a large parishioner involvement and sacrifice along with a commitment of leadership and time from parish leaders.

The current expansion plans are part of our parish long-range plan that includes construction of a 1,000-seat church just to the east of our current church. **Phase I** included the construction of our current facilities. **Phase II** involves constructing an overflow area off the current church that can be used for parish meetings. It also includes constructing ten additional larger classrooms, three offices and doubling our current parking spaces.

One factor that leads to a successful campaign is large parishioner involvement. Volunteers are needed for the campaign. The time commitment is just a few hours over the next three months. See “**Campaign Kicks Off...**” (p.2).



Campaign Kicks Off with January 23rd Volunteer Meeting

The capital campaign begins with a very important Volunteer Meeting, Tuesday, January 23rd at 6:30 pm. Working on the campaign is a great opportunity to feel more engaged in our faith community and for members who are very busy and don't have the time to commit to a long-range church activity. Your involvement in the campaign would only mean a 3- 4 month commitment and 2 - 3 meetings.



There is a direct correlation between the number of volunteers who work on a campaign and the success of the campaign. Each parish member brings special God-given gifts and talents that, when pooled together with others' gifts and talents, are used to build God's Kingdom on earth. Your participation is critical to our success!

Who is SP&R?

SP&R, Stewardship Partners & Resources, is the firm out of Kansas City that conducted the Feasibility Study and will assist with the capital campaign. Its president and the consultant working with us is Bill Cordaro. Bill was born and raised in Des Moines, went to St. Anthony Grade School, Dowling and UNI. He has Masters degrees in Theology and in Adult Education and has worked in the Catholic church setting for nearly 30 years, starting as a Religion and PE teacher at St. Augustin church in Des Moines. For the past 13 years, he has been working with churches like ours, helping them with stewardship education, annual giving and capital campaigns. **SP&R's** web site is: www.SPandR.consulting.

**Our Campaign Commitment Weekend is June 2 & 3, 2018
Mark Your Calendars!**

Campaign Feasibility Study – Findings & Recommendations

What did we expect to learn from the study?

The study was conducted to assess the following:

- The level of support for:
 - expansion of the church to accommodate more people at Masses and provide badly needed meeting space**
 - doubling the number of our parking spaces**
 - adding 6 classrooms and 3 offices to our school building;**
- The level of support for conducting a 3-year capital campaign to raise the money needed;
- The capacity of the parish to raise the amount of money needed in a 3-year campaign;
- The campaign design that best meets St. Luke's needs and fits its culture;
- The obstacles to conducting a successful campaign.

Participation:

138 parishioners representing 114 parish households, or 23% of the total parish households (503) participated. (20% is considered a good response.) Of this group, 47 parishioners representing 31 households participated in personal interviews. The remaining people participated in an online or written survey.

The Findings: (The percentages represent a combined percentage of persons who agree or strongly agree with the statement on the survey. Numbers in **RED** represent the average responses of previous churches SP&R has worked with.)

- Overall, parishioners indicated they feel positive about the church and the direction it is moving.
- People are generally very happy with St. Luke
- Study participant information:
 - 38% joined parish in 2011 (highest year)
 - 91% are parishioners
 - 35% have children in school
 - 16% have children in RE
 - 2% home school
- 91% said St. Luke is meeting their spiritual needs. **81%**



- 91% said St. Luke is providing ample opportunity for social interaction and community. **80%**
- 66% expressed confidence in parish leadership to make the right decisions regarding the future of the church. **79%**
- Respondents indicated 5 major challenges facing the parish in the next 5 years:
 - Financial stability (72%)
 - Improving & expanding facilities (52%)
 - Strengthening our parish school programs (31%)
 - Enriching our worship experience (28%)
 - Increasing parish membership (27%)
- 75% indicated that the parish has been effective in keeping the parishioners informed about the continued need to expand our facilities.
- Members indicated their level of support for the following projects found in the Case Statement that accompanied the survey:

Project	Supportive	Neutral	Not Supportive
Overflow for church	80%	17%	3%
Parking	79%	16%	5%
Classrooms & offices	68%	19%	13%

- 82% support conducting a capital campaign this coming spring to pay for the projects. (70%)
- 66% agreed the parish has been effective in informing parishioners about the need to conduct consecutive campaigns to pay for our long-range plan.
- Respondents want more information. Below are the most often cited questions.
 - What is the level of support for a Capital Campaign? 50%

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Findings & Recommendations Continued

- What is the level of support for the plan to expand? 39%
 - What are the long-range plans? 35%
 - What is the general Financial health of the parish? 34%
 - What are the timelines for expansion? 29%
13. 88% indicated they would be willing to make a financial commitment to the campaign if their questions about the plan and campaign were answered to their satisfaction.
 14. When asked if the campaign were held today, how much would they consider pledging to the campaign, 77 households offered \$498,731 - averaging \$6,477 per household. **\$4,200**
 15. Several people said they were not going to contribute to the campaign, citing various reasons. The most frequently mentioned were a lack of personal resources, needing more time to think about it, the need for more information and disagreement with expanding the school.
 16. When asked how the amount offered above compared with the first campaign, people responded in the following way:
 - 17% said it was more
 - 14% said it was the same
 - 29% said it was less
 - 31% said they weren't members
 - 5% said they didn't pledge to the first campaign
 - 4% couldn't recall what they gave to the first campaign
 17. When asked why people contribute to St. Luke, the two main responses were:
 - God first blessed them (27%)
 - Want to see St. Luke grow (20%)
 18. Several companies and people were identified as potential larger donors. There is a list in the final larger report.
 19. When asked what factors might prevent St. Luke from conducting a successful capital campaign, respondents offered many thoughts. The most frequently mentioned were:
 - The number of young families with limited resources
 - Limited number of people being involved in the campaign
 - Donors stretched to make larger donations to the first campaign
 - The large number of newer members who are not as committed to the parish as those who have been members from the beginning
 - The expansion of the school to two classrooms per grade level
 - Lack of parish transparency
 - The division between parish and school interests
 20. 38 people (28% of respondents) expressed an interest in volunteering for the campaign.
 21. When asked if members were interested in supporting St. Luke in the future through Planned Giving, 14 households said "yes", 42 said "maybe" and 6 said they already did.
 22. Several people were suggested as potential leaders for the upcoming campaign.
 23. There were several other comments



and questions presented at the end of the survey that can be found in the larger report.

Recommendations:

Parishioners feel good about the parish and support moving forward with the campaign in the spring of 2018.

1. Prayer should lead the campaign and parishioners should be involved in the design and implementation of the campaign.
2. Consider conducting a dual appeal campaign, which will include a financial commitment for three years to pay for the facility expansions and a one-year financial commitment to support the operating budget of the parish. (SP&R currently conducts dual appeals in over 60% of campaigns it manages.)
3. Parish needs a clearly articulated long-range plan including how to pay for it.
4. The campaign should include a special effort to solicit larger donations early in the campaign.
5. The parish needs better visuals and descriptions of what it wants to do with the funds raised in the second campaign.
6. A more clearly articulated plan is needed outlining how the parish will manage the current and future debt other than just depending upon continued growth that will result in more income.
7. Parishioners need assurances that the school will not eventually use so much of the parish's resources over time that the parish will not be able to provide the programs and ministries it needs to nourish the larger parish community. Some recommendations include:
 - Limit the subsidy to the school to a certain percentage of the total parish budget
 - Present a long-range parish plan that indicates what the next target projects for the growing parish will be, revealing that after this campaign, the parish will focus mostly on parish needs if possible.
 - Encourage the school to establish a fundraising committee to supplement the tuitions payment and parish subsidies.
 - As a parish, move with more intention to become a stewardship parish which doesn't just give to a need but gives because they need to in order to grow spiritually.
8. Growing the membership is central to affording the long-range plans. St. Luke needs to focus on being a more welcoming parish to new members.
9. Find more effective ways to educate the parish about the operating budget.
10. Throughout the campaign, address the concerns of parishioners that surfaced throughout the survey.
11. The campaign should respect the concerns of those on fixed incomes and find alternative ways for this group to participate.
12. Non-cash donations of personal property, crops, stocks and bonds should be encouraged throughout the campaign. The planned giving effort should be intensified after the solicitation period of the capital campaign.

* 91% said St. Luke is meeting their spiritual needs.

* 91% said St. Luke is providing ample opportunity for social interaction and community.

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Feasibility Study
 Findings &
 Recommendations
 Enclosed

Findings Continued

Financial Forecast:
 There is strong support for conducting a capital campaign. SP&R's estimation of how much can be raised in a campaign is based on an analysis of the giving history of the church, the giving capacity of members, the responses from the Feasibility Study, and experiences with similar churches.
 SP&R believes, in a quality **three-year campaign** focused on principles of good stewardship, prayer, and large membership involvement, St. Luke has:

- ⇒ an **80 percent** (80%) chance of raising **\$1,000,000,**
- ⇒ a **50 percent** (50%) chance of raising **\$1,300,000,**
- ⇒ and a **20 percent** (20%) chance of raising **\$1,600,000.**

If parishioners are led in prayer, cultivated with respect, presented with opportunities to interact with their peers and church leaders, included in the planning process, and are informed of the vision for the campaign, SP&R believes St. Luke will conduct a successful campaign.



Campaign Q&A

Q: What is a Capital Campaign?
 A church may conduct a capital campaign to raise money for a special project that is outside the ordinary annual budget. Members will be asked to pray over the next few months to discern what God is asking of them in support of this campaign. To raise the money needed it will take great faith, much prayer, and sacrifice. On Commitment Weekend, members will be asked to submit their financial commitment indicating the amount they plan to contribute over the next 3 years of the campaign. This is not a contract but a covenant between you and God. Commitments can be changed at any time by contacting the parish office. These commitments will allow the parish leadership to project the amount the parish will raise and determine what parts of the planned expansion the church can afford to do.

Q: What can we expect from the campaign in the coming months?
 We know making a commitment to the capital campaign will be a sacrifice for our members. We are encouraging everyone to begin praying now, asking God to guide you in your decision. It is important that this discernment process be as much a spiritual process as it is a financial one. Together we will reflect on what it means to be good stewards of God's gifts, knowing that these gifts are to be used to build God's Kingdom on earth.
 We are all asked to do our part:

1. Pray for guidance to discern how God wants to use personal resources to support the ministry of our parish.
2. Volunteer to help with the campaign by attending the January 23rd Campaign Volunteer Meeting.
3. Attend one informational meeting and read all the campaign communications.
4. Speak with fellow parishioners and family about the campaign.
5. Pray for our parish leadership, asking the Holy Spirit to continue to guide them in our decision-making process.