



# ST JOAN OF ARC CATHOLIC CHURCH

POWELL, OHIO

## **EXECUTIVE SUMMARY**

### **St. Joan of Arc Catholic Church Study Findings Report**

*Prepared by Guidance In Giving, Inc. (GIG)*

#### **I. Objectives of the Feasibility Study**

- ✚ To determine the extent in which parishioners will support the new Master Plan Building Project as proposed
- ✚ To determine the financial support for a capital campaign
- ✚ To educate parish households about the parish needs and the upcoming project to address them
- ✚ To inquire whether parishioners feel there are additional elements or needs that should be considered by the parish to be addressed in a campaign
- ✚ To identify Leadership Gift Prospects in the parish and/or local community
- ✚ To identify possible campaign leadership and volunteers
- ✚ To identify any potential issues, points of concern, conflict within the parish/local community or misinformation
- ✚ To protect the parish against a negative campaign experience

#### **II. Feasibility Study Participation**

- A. 83 households were personally interviewed by Guidance In Giving, Inc.
- B. 444 additional households participated by returning a Mail/Online/In Pew Survey

**In summary, a total of 527 of St. Joan of Arc Parish households participated in the study.**

### **III. Summary of Feasibility Study Findings**

**If the capital campaign proceeds as proposed, will you support Father Black and parish leadership to the best of your ability to help ensure that the campaign is successful?**

<i>Response</i>	<i>Interviews</i>	<i>Mail/Online</i>	<i>In-Pew</i>	<i>Total</i>
Yes	86%	63%	74%	72%
No	6%	9%	7%	6%
Unsure	8%	23%	19%	21%
No Response	-	5%	-	1%

**What is your opinion of the proposed new Master Site Plan?**

<i>Master Plan</i>	<i>Interviews</i>	<i>Mail/Online</i>	<i>Total</i>
Strongly Agree	31%	25%	27%
Agree	35%	27%	28%
Neutral	23%	28%	27%
Disagree	3%	7%	6%
Strongly Disagree	3%	10%	8%
No Response	5%	3%	4%

***(In-Pew Survey question)***

<i>Master Plan</i>	<i>Interviews</i>
Positive	53%
Negative	10%
Unsure	35%
No Response	2%

**What is your opinion of the proposed new Education Center?**

<i>New Education Center</i>	<i>Interviews</i>	<i>Survey</i>	<i>In-Pew</i>	<i>Total</i>
Strongly Agree	45%	27%	44%	34%
Agree	29%	24%	20%	24%
Neutral	17%	28%	14%	23%
Disagree	1%	8%	9%	7%
Strongly Disagree	2%	8%	4%	6%
No Response	6%	5%	9%	6%

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**What is your opinion of the Renovation & Expansion of the Current Hall and Classrooms?**

<b>Renovation of Hall &amp; Classrooms</b>	<b>Interviews</b>	<b>Survey</b>	<b>In-Pew</b>	<b>Total</b>
Strongly Agree	38%	26%	35%	33%
Agree	28%	31%	28%	29%
Neutral	22%	24%	20%	22%
Disagree	5%	7%	6%	6%
Strongly Disagree	2%	7%	3%	4%
No Response	5%	5%	8%	6%

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**Are there other needs you feel should be addressed by the parish at this time?**

Overall, a majority (72%) of Study respondents answered “No”. Other needs identified included:

The most common responses to this question were:

- Elementary School
- Gym
- A Nursery
- Outdoor Space/ Play area/Pavilion
- More handicapped parking closer to the entrance
- New or Expanded Church

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**Would you be willing to volunteer your time for the campaign?**

Altogether, 91 households indicated they would volunteer for the campaign, with an additional 72 potential volunteer households indicating “unsure”.

**What would you estimate your family contribution to be over a 3-year period?**

- ⇒ 51 households estimated their contribution at \$10,000-\$1,000,000 or more, including: 1@ \$1,000,000 - 1 @ \$100,000 - 5 @ \$50,000 - 5 @ \$25,000 - 4 @ \$20,000, 4 @ \$15,000 & 31 @ \$10,000– a total of \$1,912,000.
- ⇒ Altogether, of those that offered an estimated contribution amount (242 households) projected that they would pledge between \$2,491,470-\$1,999,570.

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## **IV. Summary of Study Recommendations**

- † St. Joan of Arc Pastoral Staff and parish leaders should carefully review the Feasibility Study Findings Report and commentary reported by the 527 study respondents. These findings provide insight on the feelings, opinions, perceptions and concerns that are present in the parish community in reference to not only the proposed New Master Plan Project but also about parish-life in general. Overall **87%** of respondents either support or are neutral about the proposed projects.
  
- † There is a group of parishioners who voiced specific issues with the parish. Fr. Black has been in continuous dialogue with this group. Any campaign undertaken would be much stronger if this group could reconcile their concerns.
  
- † An empowered and dedicated Campaign Committee should be assembled. This committee, along with Fr. Black and the Pastoral Staff, will be intricately involved in planning the events of the campaign as well as promoting the campaign to all members of St. Joan of Arc Parish.
  
- † It is the recommendation of Guidance In Giving, Inc., that St. Joan of Arc Catholic Church has the ability to proceed with a parish-wide capital campaign with the goal/potential of raising **\$4,000,000** in a 3 year campaign toward the Master Plan Project.

## **V. Conclusion**

Guidance In Giving, Inc. has found that there is substantial support, excitement and financial potential for the proposed Master Plan at St. Joan of Arc Catholic Church. To achieve the parish's potential will take a concerted effort on the part of all; including a generous and prayerful response from parishioners and a commitment to the future of St. Joan of Arc Parish.

Guidance In Giving would like to thank all those who participated in the Feasibility Study. It was a pleasure to serve your parish and we look forward to assisting you in your upcoming campaign.