



Providing **Quality**  
**Fundraising** Counsel

*Feasibility Study Report for*

*Prince of Peace Catholic Church*

*Madison, Indiana*



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May 14, 2015

Father Christopher Craig  
Prince of Peace Catholic Church  
305 West State Street  
Madison, IN 47250

Greetings,

Please find accompanying this letter our feasibility study report for Prince of Peace Catholic Church.

Mark Davy & Associates was given an opportunity to listen and learn about the vision of Prince of Peace as viewed by interested members of the parish. Our analysis of the feasibility study results conclude that the church has an opportunity to move forward with a campaign for the proposed initiatives.

It is our sense that through an effort to involve as many members as possible and educate the entire parish your vision can become a reality. Within this report are the results of the feasibility study and recommendations.

We are grateful to everyone who assisted in preparing for this study. Finally, we are thankful for the many people who participated and were so generous in providing their input.

Sincerely,

Michael Davy  
President  
MARK DAVY & ASSOCIATES

## Introduction

At the invitation of Prince of Peace Catholic Church, Mark Davy & Associates conducted a feasibility study to determine the faith community's capacity to move forward with a capital campaign.

### **Purpose**

The purpose of the study is to determine:

1. The parish's awareness level regarding a campaign. This assists in measuring the amount of education needed before asking members for gifts.
2. How important the campaign initiatives will be to the church's future well being.
3. The faith community's strengths. This will determine the focus of a future educational plan.
4. Concerns parishioners have which may affect a campaign. Identifying and addressing these concerns is important before moving forward with the gifting phase.
5. Communication preferences of the parish
5. The level of potential leadership to conduct a successful campaign.
6. The level of financial support available.

### **Methodology & Response Results**

Mark Davy & Associates conducted 55 interviews which involved 75 influential and interested parishioners.

Additionally, we mailed and e-mailed surveys to the remaining households to gain a broader base of opinion and support the validity of the interviews. Survey responses were received from 165 households.

To obtain candid responses, we assured participants that their answers would be held in confidence. For this reason, comments included in this report are not identified or quoted by name.

# Prince of Peace Catholic Church

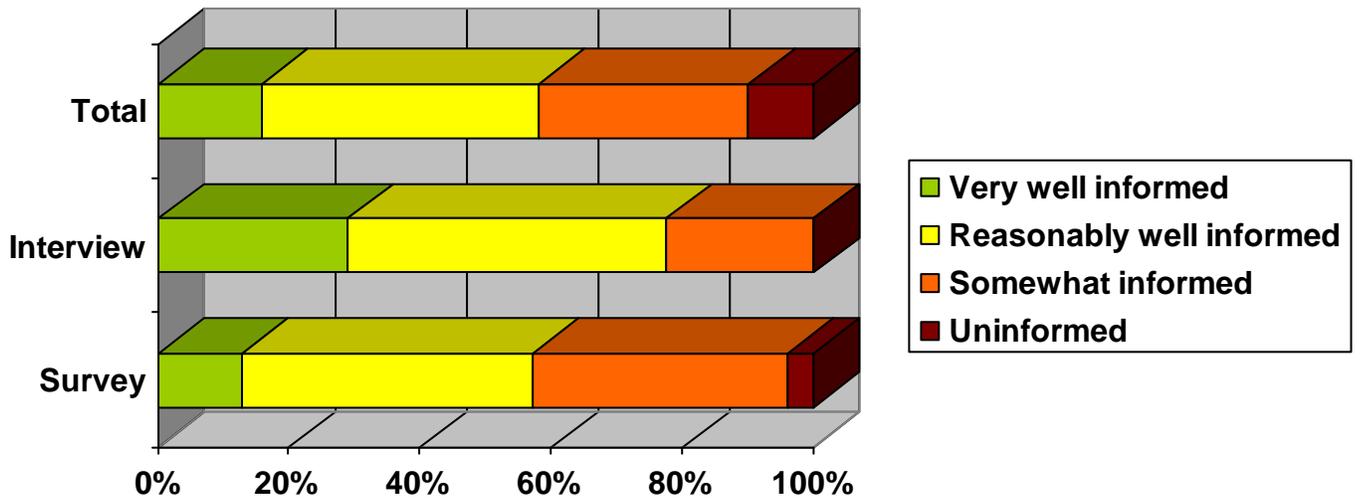
Madison, Indiana

## FEASIBILITY STUDY

### 1. How informed are you of the projects presented in the vision statement?

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Very well informed	20	27	21	13
Reasonably well informed	34	45	71	44
Somewhat informed	21	28	64	39
Uninformed	0	0	7	4

*Responses to this question assist in gaining an understanding of how comprehensive an education phase needs to be before asking members for gifts. Each participant was asked to read the vision statement before participating in the interviews or survey which should have given them a general idea of the campaign purpose and goals.*



*The people interviewed were more informed of the campaign initiatives than those surveyed. Seventy-two percent of interview participants and fifty-seven percent of survey participants responding “very well informed” or “reasonably well informed” indicates there is moderate awareness. Considering the results, an education effort to continue informing the parish and building momentum is still necessary for success.*

## INTERVIEWS

### Additional Comments:

- Need to deal with building issues now

## SURVEYS

### Additional Comments:

- Does the parish plan to pursue the 2007 Master Plan in the near future? (3)
- Repairs should be taken care of as they come up (2)
- Until the May meeting I was very much uninformed
- Future growth needs a community gathering place beyond the school or K of C
- Need to take care of the church we have

## 2. After completing the immediate needs, how important do you believe the following initiatives are to the future well-being of Prince of Peace?

### Stained Glass Windows

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Very important	41	55	51	34
Important	18	24	65	43
Somewhat important	14	19	33	22
Unimportant	2	2	3	1

### Parish Hall

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Very important	25	33	30	20
Important	24	32	46	31
Somewhat important	20	27	54	36
Unimportant	6	8	20	13

## Church Roof Replacement

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Very important	55	73	117	74
Important	17	23	33	21
Somewhat important	3	4	7	4
Unimportant	0	0	1	1

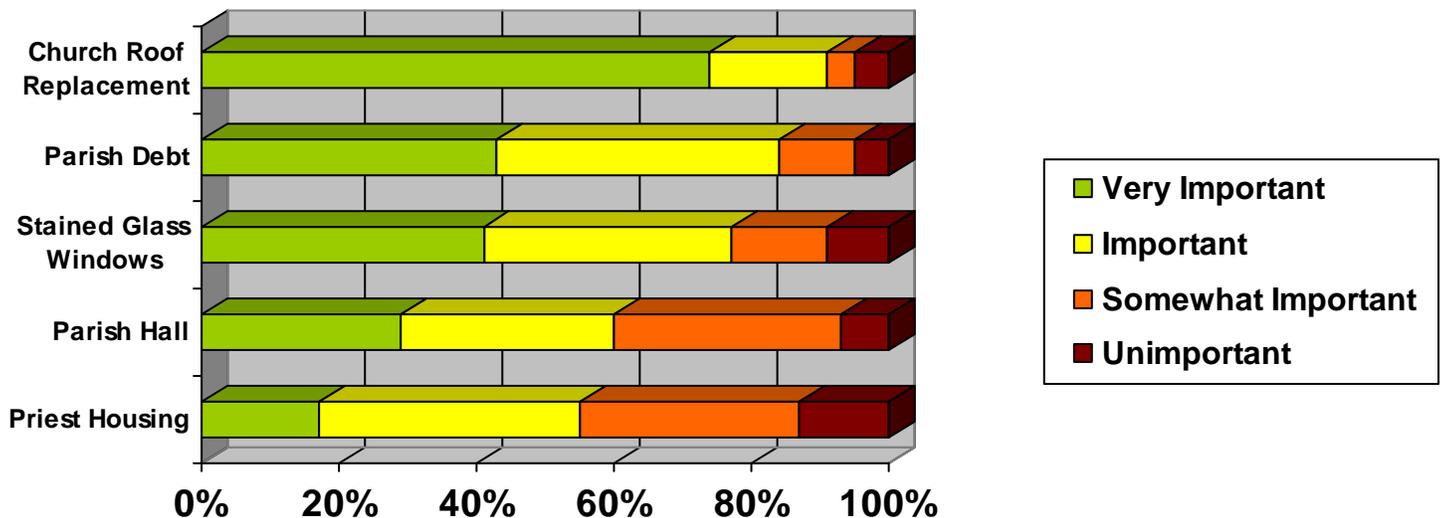
## Priest Housing

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Very important	8	11	30	20
Important	23	32	63	42
Somewhat important	28	38	43	28
Unimportant	14	19	15	10

## Parish Debt

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Very important	34	46	66	43
Important	23	31	70	46
Somewhat important	10	14	15	9
Unimportant	7	9	4	2

### INTERVIEW AND SURVEY PERCENTAGES COMBINED



## INTERVIEWS

### **Additional Comments:**

- Need restrooms (3)
- Repair the daycare home and make that a priest home (2)
- Church is top priority (2)
- Parish Hall price is underestimated (2)
- Too low a cost for the roof replacement
- Windows make the church
- Look at expanding the parish hall
- Consider the option of looking at the existing homes
- Get local options for stained glass window project
- Look at other options for the parish hall
- Very important to keep the current church
- Fix the roof immediately
- Home can't be built for \$75,000
- Diocese needs to show how the debt came about before being paid
- Need a building and grounds committee
- Make old rectory into a gathering space
- Research which projects need the most repairs and do those first
- Need more information on the parish debt
- Parish Hall is very important if done right
- Need more detail regarding stained glass windows
- Need a community center
- Combine debt with campaign

## SURVEYS

### **Additional Comments:**

- Need a place for social events - not the K of C (4)
- Restrooms are needed inside the church (4)
- Fix the roof first (2)
- Parking is most important (2)
- Sell the old rectory
- For safety, comfort and accessibility in our church these projects need to be addressed
- Important to keep up repair of all facilities to avoid current problems
- Debt should be forgiven since we are the only parish in the area that supports the schools
- Take care of the steeple
- Bad framing on the windows
- Front entrance needs accessibility
- House next door is not an appropriate gathering space
- Question the value of rectory restoration
- Need ways to generate more income for church
- Schools need to stand alone
- Remove the steeple and replace with a cross, then repair the roof
- Parish Hall is a symbol of community
- Floor joists need support
- Downtown church is in very poor shape
- Priest should live in the house next to church – rent money could be spent on repairs
- Necessary repairs are more important than the debt
- Church needs to be a place of beauty and kept in perfect repair
- Look into using the house that is now being used for the infant/toddler daycare program for priest housing
- Like the idea of using the rectory as a parish hall and use it for Sunday RE programs
- Need a new church
- Four churches combined into one and we can't take care of the one
- Church was purposefully neglected so we would get a new church
- Look at cost savings to replace the steeple
- Where is the steeple on this project?

## INTERVIEWS

### 3. Are there any other projects, not mentioned in the vision statement, that you feel are important to address at this time?

- Sound system (4)
- School projects (4)
- Restrooms (3)
- Painting of the interior (3)
- Organ replacement or repair (3)
- New carpeting (2)
- Air conditioning and heating (2)
- Add a confessional (2)
- Cemeteries need repairs (2)
- Parking accessibility (2)
- Pews need repair (2)
- Need a place for funeral dinners
- Assisted living home – seniors are not covered
- Storage behind the altar
- Restore decorative painting
- Community center needs repairs
- St. Patrick's Chapel – windows, cracked plaster
- Two houses (infant care and daycare) need repair
- Parish Hall options
- Handrail in the middle of front stairs
- Establish an emergency fund
- Secure possession of the property on Main Street (dentist's property)
- Knockout wall for access to church
- Important to look at a new church in the center of parish life
- Eliminate temporary classrooms at the elementary school
- Add social hall (community hall) to west side of church
- New church should be addressed again
- Need something from the ceiling above the altar
- Auxiliary gymnasium
- Activity Center at Shawe High School
- Youth Minister separate from the school
- Upgrade music program
- Relevant preaching with emotional engagement
- Exterior repairs

## SURVEYS

### 3. Are there any other projects, not mentioned in the vision statement, that you feel are important to address at this time?

- Sound system is very poor in the church (6)
- Restrooms inside church (5)
- Upkeep of St. Patrick's (2)
- Front doors need to be replaced so inside can see out
- Rebuild old rectory as gathering hall with meeting rooms
- Multi-use auxiliary gym for Prince of Peace Schools for practices, performing arts, weight room and indoor batting cage
- Area in sacristy needs renovating
- Development of a program for the youth including a paid youth minister
- Improve CCD programs including parochial and public school kids
- Need to make our schools better
- Youth group gathering space
- Fix the roof and steeple first
- Parking is not adequate
- What to do with the two daycare buildings?
- K of C is in bad condition
- School in need of a larger band room
- Evangelization committee critical
- Toddler/day care program needed
- Parish resource center and library
- Church bell tower – bells should be ringing
- Consider having one church building complete with parish center in one location
- If rectory is not used as parish hall maybe it could be used as rental property
- Utilize the land around the schools for environmental studies
- New gym floor and fix up school
- What are we doing with the old rectory?
- Continue our availability to the community
- New carpet in church
- Enlarge section for handicap people
- Benches
- Need additional estimates on repairing the windows – seems high
- Painting – inside and outside – also St. Pat's
- Property acquisition near St. Patrick's Cemetery for long term use

## INTERVIEWS

### 4. What do you consider to be two or three of Prince of Peace's top strengths?

- Father Chris (25)
- Schools (24)
- Parishioners (13)
- Beautiful church (9)
- Music (8)
- Sense of community (7)
- Ministries (7)
- History and heritage (7)
- Volunteerism (5)
- Strong faith presence (4)
- Caring community (4)
- Opportunities to be involved (3)
- Excellent homilies (3)
- Small dedicated group of parishioners to do projects (3)
- Parish families (3)
- Dedicated staff (3)
- Location (2)
- Welcoming community (2)
- Catholic Church is an asset to the community (2)
- Outreach ministries (2)
- Adult and youth education programs (2)
- Meaningful Catholic community (2)
- Good organizations in the parish (2)
- Generosity of parishioners (2)
- Liturgies
- Trying to get back on track financially
- Youth group is more active
- History of Catholic Education
- Small enough to know each other
- Long history of working together
- Parishioner involvement in both the parish and school
- Ability to accomplish the merger
- Leadership is going in the right direction
- School leadership
- Cohesiveness

## SURVEYS

### 4. What do you consider to be two or three of Prince of Peace's top strengths?

- Schools (39)
- Father Chris (30)
- Parishioners (17)
- Rich history of Catholic presence in this community (13)
- Dedication and support of parishioners (12)
- Beautiful church (11)
- Deacon Mike (9)
- Many volunteers (7)
- Sense of community (6)
- Community involvement (6)
- Welcoming and friendly (5)
- Caring people (5)
- Tradition (5)
- Leadership (4)
- Family support (4)
- Size of church (4)
- Liturgies (3)
- Convenient Mass schedule (3)
- Parish leadership (3)
- Historical value (3)
- Generosity of parishioners (3)
- Music (3)
- Missions that have been provided (2)
- Good people to work on this vision to save our church
- Upholding true Catholic teaching and traditions
- Strong faith
- Staff
- Opportunities to serve God and parish
- Involvement in ministries to the sick
- Leadership in community
- Family atmosphere
- Youth of the church
- Image
- Parish committees
- Ladies organizations
- St. Patrick Chapel
- Legion of Mary and St. Vincent
- Moral and spiritual guidance/reinforcement
- Longevity in the community
- Stable membership
- Phil Kahn
- Day Care Center
- Ministering to the people
- Teachers
- Communion of saints

## INTERVIEWS

### 5. Would you see any areas of concern that may affect fundraising for these projects?

- Participation by all parishioners (9)
- Competition for charitable dollars (7)
- Parishioners on fixed incomes (7)
- Economy (5)
- Financial ability of the parishioners (5)
- History of funds raised in the past (5)
- Trust issue from previous campaign (4)
- Local economy (4)
- Communication needs to be clear (4)
- Parish population is declining (3)
- Supporters of schools vs non-school supporters (3)
- Young families already paying tuition (3)
- Concern about not building a new church (2)
- Inactive parishioners (2)
- Raising the money (2)
- School finances may be hurting the overall finances (2)
- Weekly donations are trending downward (2)
- Young people may not be invested in the church (2)
- New people may not give to repairs of the current church
- Members must realize the importance of completing these projects
- Money may not come from school families that are non-Catholic
- Small community and only one supporting the school
- Be realistic
- Income of the parishioners who donate
- Few families with higher income
- Cost of feasibility study and campaign
- Failure of previous campaigns because of division of what should be done
- Don't let the campaign linger any longer
- Lack of commitment to a goal
- Not contacting alumni enough
- Industry moving out
- What happened to the legacy money?
- Church vs. school, school vs church – priorities – which come first
- Parishioners' attitudes
- Dedication of parishioners to schools
- Raise money outside the parish

## SURVEYS

### 5. Would you see any areas of concern that may affect fundraising for these projects?

- Economy (26)
- Many on fixed incomes (15)
- Families with children in the schools having to pay tuition (8)
- Donor fatigue (8)
- Raising the money (5)
- Families with children not attending our schools do not feel connected or welcomed (3)
- Better disclosure of spending (2)
- Competition between church funding and school funding (2)
- What happened to LFOM capital campaign funds? (2)
- Money needs to go to the church not the schools (2)
- “New” church fundraising was very important at the time
- Many of these projects should have been done years ago
- We must come together as one if any projects/fundraising are going to work
- Church roof
- School debt
- Members who do not support the church
- Small town – not many resources available
- No corporate entity with vested interest
- Lack of interest
- Cost of the projects
- Concentrate on making the community better
- So involved with keeping our schools going
- Decline in membership
- What about state grants or grants from HMI
- Windows do not need to be taken out to be repaired
- Dedication to growth
- Need to work to generate funds for the new church
- If not enough money is raised where does the money go?
- Young parishioners must become involved
- Low population with limited income
- Getting volunteers
- Disagreement on how to fix things
- Money given to Archdiocese doesn’t seem to get back to us
- Do we have any options?
- Fear the Archdiocese will take a portion of the funds
- Tired of promises – would like to see something done

*Question #5 continued...*

- Another purpose for the church building needs to be explored
- New church building needs to be built on State Street near the school and parish offices
- Having total congregation support – not falling on the same people
- What would a new building cost?
- Too many projects at one time
- Funds received from the Archdiocese to support the expenses
- Lack of regular attendance by registered parishioners
- People not willing to see the need to maintain our church for future generation
- Indifference of the people
- Organization
- Don't have good recruitment and training sessions for servers and choir members
- Music is not engaging
- Don't follow-up with fallout Catholics
- Negative attitude toward the church with changes and consolidations
- New is not always better

## INTERVIEWS

6. **Who, in your best judgment, would be three to five persons who could provide the necessary leadership to make fundraising for these projects successful?**

- Fred Koehler (14)
- Amy Ball (10)
- Fred Hoying (10)
- Patti Grote (9)
- Joe Boone (8)
- Bill Grote (8)
- Rob Barlow (5)
- Dominic Grote (5)
- Larry Cummins (4)
- Curt Gardner (4)
- Kathie Petkovic (4)
- John Rees (4)
- Bill Torline (4)
- Dan Hodges (3)
- Phil Kahn (3)
- Tom Nichols (3)
- Dave Ungru (3)
- Julia Barber (2)
- Michele Barlow (2)
- Todd Boone (2)
- David Carlow (2)
- Dan Dattilo (2)
- Mike Gardner (2)
- Judy Koehler (2)
- Charlie Torline (2)
- Mike Walro (2)
- Julie Berry
- Pat Berry
- Mary Rose Carlow
- Judy Collins
- Bill Cooke
- Brenda Cummins
- Pam Deveary
- Dave Dionne
- Mike Flynn
- Mark Goley
- Dan Grady
- Buzz Grote
- John Grote
- Mike Grote
- Rick Grote
- Lynn Hall
- Paul Hartman
- Paula Hartman
- Steve Hesse
- Bill Kalb
- Beth Kring
- Denny Kring
- Mary Kay McCubbin
- Bonnie McDonough
- Chuck McKay
- Charisa McMahan
- Sue Melton
- Lisa Morgan
- Troy Morgan
- Dave Ott
- Leah Ott
- Ken Pagel
- Tom Pietrykowski
- Nick Schultz
- Cindy Smoots
- Tony Steinhardt
- Carol Taylor
- Fred Taylor
- Merritt Toomey
- Joe Torline
- Priscilla Torline
- Larry Truax
- David Wolfschlag

## SURVEYS

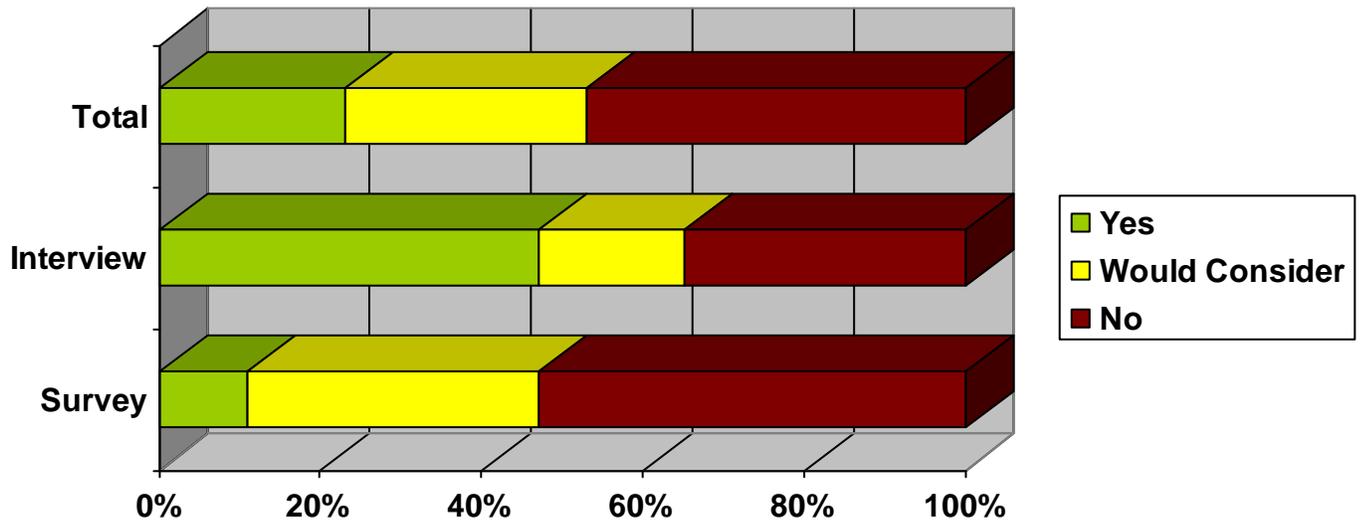
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- Dan Hodges (6)
- Amy Ball (5)
- Bill Grote (5)
- Phil Kahn (5)
- Patti Grote (4)
- John Rees (4)
- Mary Rose Carlow (3)
- Mike Gardner (3)
- Fred Hoying (3)
- Judy Koehler (3)
- Dave Ungru (3)
- Michele Barlow (2)
- Rob Barlow (2)
- David Carlow (2)
- Mark Goley (2)
- Dominic Grote (2)
- Ben Kelly (2)
- Tom Nichols (2)
- Bill Torline (2)
- David Wolfschlag (2)
- Robert Bacon
- Marta Belt
- Julie Berry
- Pat Berry
- Rick Berry
- Joe Boone
- David Bottomly
- Duane Cieslinski
- Joe Craig
- Caroline Cumberworth
- Lucy Dattilo
- Tony Dattilo
- Mark Fitzpatrick
- Kevin Fry
- Curt Gardner
- Dan Grady
- Lisa Gray
- Maria Grote
- Chris Hall
- Chris Hill
- Bill Hertz
- Martie Hoying
- Georgie Kelly
- Shirley Kloepfer
- Lou Knoble
- Troy Koehler
- Beth Kring
- Mike Laskowski
- Don Lorton
- Don McCauley
- Mary Kay McCubbin
- Bernie Murphy
- Jason Pattison
- Kathie Petkovich
- Tom Pietrykowski
- Martin Retzner
- Charlie Ricketts
- Mary Pat Ricketts
- Nick Schultz
- Patrick Stack
- Mark Strange
- Jim Tatera
- Larry Truax
- Marianne Ungru
- Matt Webster
- Larry Wickersham
- Bob Wise
- Bob & Connie Wolf
- Pam Zerhen

7. Fundraising for these projects will need many volunteers to ensure its success. If asked, would you accept a leadership or supportive role?

	INTERVIEWS		SURVEYS	
	NUMBERS	PERCENTS	NUMBERS	PERCENTS
Yes	35	47	16	11
Would consider	13	18	56	36
No	26	35	77	53

*Volunteers are a key element to success in a campaign. They provide a major role in informing the faith community regarding the campaign vision and asking for members' support. Another benefit to recruiting a large number of volunteers is people are more likely to give and/or increase their giving to a project in which they are involved.*

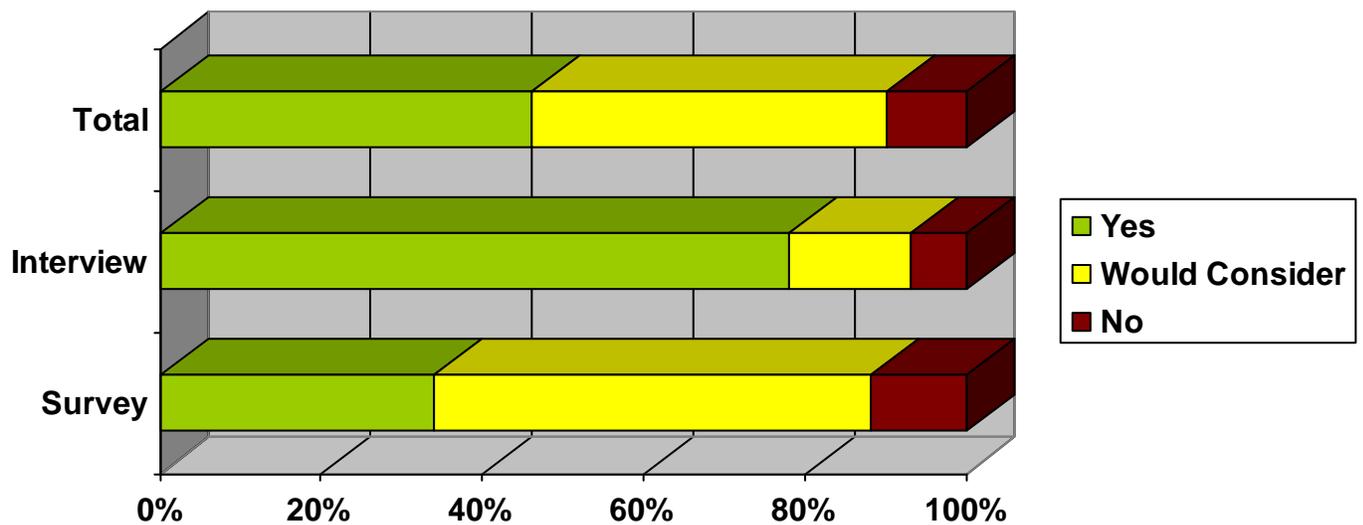


*Both the interview and survey percentages indicate some willingness to accept or consider a leadership or supportive role. While the percentages seem low, these represent a normal response as people are reluctant to commit when they are not sure of the job description or specifics of the project. In a more positive sense, there is a pool of 120 people who would agree to or consider taking a leadership or supportive role.*

8. **Would you make a gift to fund these projects, above and beyond your ordinary giving, payable over a three year period? All funds raised will remain in the parish and be used for these specific projects. (Gift options include: cash, appreciated securities, real estate, commodities and others)**

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Yes	42	78	48	34
Would Consider	8	15	77	54
No	4	7	18	12

*This question is valuable in determining if there is genuine support for a campaign. Members can often feel that a campaign is important, but a financial commitment above and beyond their regular giving demonstrates assurance that they want to see the church's vision achieved.*



*Responses to this question were encouraging and represent a faith community committed to the vision. Ninety-three percent of parishioners interviewed said "yes" or "would consider", while eighty-eight percent surveyed responded "yes" or "would consider" a gift. When the church educates and involves more members these percentages will most likely increase.*

**9. If so, in which level would your gift be:**

**GIFT CHART**

<u>Level I</u>	<u>Level II</u>	<u>Level III</u>
\$100,000 +	\$ 20,000	\$ 4,000
\$ 75,000	\$ 15,000	\$ 2,000
\$ 50,000	\$ 10,000	\$ 1,000
\$ 25,000	\$ 5,000	\$ 500

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Level I	3	6	0	0
Level II	22	47	10	9
Level III	22	47	96	91

*Measuring the level or range at which members will give to a campaign is a helpful indication of the church's capacity to achieve their vision. For Prince of Peace to conduct a successful campaign, it is necessary to have gifts at all three levels.*

*Responses were encouraging with thirty-five interview and survey participants indicating their willingness to make a gift at Level I or II. Overall, the results show a strong base of support. However, with seventy-seven percent of people participating responding at Level III, donor sights must be raised to consider larger gifts if the campaign is to be successful. This will occur through education and process.*

**10. Without making a commitment, could you share what your gift might be?**

\$\_\_\_\_\_ per year for three years, totaling \$\_\_\_\_\_

*This question assists Mark Davy & Associates in better understanding the financial capability of the church to pursue a campaign, however, the responses are not all-inclusive or comprehensive enough to report.*

**11. If asked, would you include Prince of Peace in your will?**

	<u>INTERVIEWS</u>		<u>SURVEYS</u>	
	<u>NUMBERS</u>	<u>PERCENTS</u>	<u>NUMBERS</u>	<u>PERCENTS</u>
Yes	7	12	6	4
Would Consider	18	31	57	41
No	25	43	64	46
Prince of Peace is already in my/our will	8	14	11	9

*The response to this question indicates potential for future funding and a need to further communicate opportunities for planned gifts. Nineteen participants have already included Prince of Peace in their will and eighty-eight participants responded “yes” or “would consider”. Some of the largest gifts a church receives is from planned giving.*

**12. What is the most effective way for Prince of Peace to communicate with you?**

	<u>INTERVIEW NUMBERS</u>	<u>SURVEY NUMBERS</u>
E-mail	34	75
Weekly bulletin	25	81
Mail	18	42
Newsletter	5	19
Announcements	4	16
Website	6	9
Other	5	0

*Each faith community has a preferred way of receiving communication. The responses to this question make a distinction between what materials parishioners will generally pay more attention to than others.*

*E-mail and the weekly bulletin were indicated as the most effective ways to receive communication. During the campaign, all forms of communications should be utilized, but the results demonstrate which vehicles should be used most often in the education phase.*

## INTERVIEWS

### 13. What advice or comments do you have for the leadership of Prince of Peace regarding these specific needs or fundraising for them which you haven't shared?

- Keep the members informed on a continuous basis (11)
- Need full accounting on an annual basis of all finances of the parish and schools (9)
- Has to be done (6)
- Need an active parish council (4)
- Who is the leadership? (3)
- Need to preserve the building (3)
- Explain what happened to the money from the previous campaign (2)
- Pray (2)
- Seek out leadership (2)
- Complete a portion of the projects as soon as possible (2)
- Who are the building committee members?
- Need to recruit workers
- Educate to give
- Look seriously at the school finances
- Opposed to a new church
- Need a finance council
- Make sure the money goes to these projects
- Stay focused, do not get sidetracked on smaller projects
- Father Chris needs to ask for more money from the pulpit
- Continue the momentum
- Lack of communication is a huge problem
- Process needs to be in the open
- Have people give any amount
- Encourage each other about the importance
- Everyone should be supportive whatever the decision
- Need involvement of the Hispanic community
- Naming opportunities should be available
- Create a giving wall
- We should create a historical book of Prince of Peace
- Conduct cottage meetings hosted by members
- Prioritize projects
- Archdiocese needs to quit delaying projects
- Keep it positive
- To get it complete it will take sacrificial giving
- Brainstorm who we want to serve as leaders and then approach them
- Need new leadership

*Question #13 continued...*

- Keep website updated and visitor friendly
- Consider having a “town hall” meeting
- Need goals and time frames to get things done
- Important legacy to do this now
- Maintenance is necessary for the church since that represents Catholics in the community
- Need more clarity on the vision statement
- Convince people to step up for these projects
- Need good, sound internal controls
- Plan a great get together to kick off the capital campaign
- Consider K – 8<sup>th</sup> at the school
- More outreach to community
- Make non-school families feel part of the entire parish family
- Can the church continue to support two schools?
- Will the school help out the church with its repairs?

## SURVEYS

### 13. What advice or comments do you have for the leadership of Prince of Peace regarding these specific needs or fundraising for them which you haven't shared?

- Pray before making any major decisions (3)
- Get "new blood" involved (3)
- Be transparent (2)
- Good luck (2)
- Curious how \$911,246 collected on a cancelled project (LFOM) added \$166,000 to debt (2)
- A plan is needed to fund long term maintenance and improvement projects (2)
- What happened to the \$911,246? (2)
- Steeple and roof first (2)
- Need more "younger" people to take part in volunteering (2)
- We have a beautiful place which with repairs should be useful for many generations
- Much of the work could be accomplished locally – do not need architects or engineers
- Consider a new church
- Events that include sports and alcohol seem to have the best attendance and fundraising capabilities
- Need archdiocese support – they have been through this before
- Important for the right people to ask the donors for gifts or commitments
- Need to repair and improve our worship space
- Restrooms are needed inside the church
- Cry room for young families would be nice
- Cost is too high without help from corporate sponsors or grants
- Encourage parishioner to support church weekly
- Parish needs to be good stewards of the funds that are raised so we can continue to grow and not be encumbered by large debt
- Thank you to all the leadership and volunteers working on this
- School should be first and fundraising for the church second
- Pledge funds need to stay within the parish
- Not sure what direction you are going
- Listen to the concerns and interests of all parishioners
- Catholic schools want support for show choir and plays but we never see the results
- Why is "complete removal" of paint necessary at this time?
- Changing the front entrance would greatly change the character of building
- Rectory needs to remain with church – renovate the old rectory
- Parish hall not necessary at this time with other facilities available in the community
- Why has it taken so long to address some of these projects?
- Ask for help and welcome people who volunteer and can't afford a lucrative contribution
- Find a way for our school system to have a balanced budget

*Question #13 continued...*

- Time to address the issue of the parish cost for the schools as opposed to the dynamics of the church itself
- Parish has suffered financially because of the burden caused by the Jr/Sr high school
- Listen to the people in the field
- Go big but be practical not so much on cosmetics
- Sound system continues to be inadequate
- Blue paint in sanctuary needs to go
- Perhaps people would sign up to sponsor the funding for one of the stained glass windows
- Is it worth the expense to fix up the church?
- Sell the church, rectory and parking lot
- In the end it is community that counts
- Would love to hear some contemporary Christian music – add musical instruments
- Where is the Archdiocese in this?
- Pressure to maintain facilities needs to be shared by many people – not just Father
- Check on grant money
- Ask for volunteers from the parish to provide labor and perhaps supplies to fix the smaller projects
- Renovate the house with the upstairs for priest housing
- Sounds urgent
- Move forward
- Fundraising will be best accomplished if done on a grass roots approach
- Look into the K of C for a loan
- This survey is a good start to work together in reaching our goals
- Money should be used to take care of and maintain the properties we have
- Pleased that the new church and the 2007 Master Plan has been abandoned
- Connect a new church and community center to St. Patrick's
- Build a new church by the schools to serve southeastern Indiana Catholic families
- Prioritize the projects
- United Catholic community a must
- Parish community must reach out to welcome and engage newcomers
- Make our church more visible in the community
- Have a food give away
- Publicize good deeds of St. Vincent de Paul
- Deal with the structural issues before taking on some of the other issues
- Don't spend money you don't have
- Get quotes for the steeple
- Need to select the best contractors and professionals for our jobs
- How much does a new church cost?

## **Recommendations**

Below are Mark Davy & Associates' recommendations for Prince of Peace Catholic Church regarding the implementation of a capital campaign:

1. We recommend that Prince of Peace Catholic Church use the momentum of this study and move forward with a campaign immediately. Based on our findings, Prince of Peace Catholic Church has the potential to raise \$1.3 million. It is our sense that this amount represents current willingness of your parish to participate in the proposed endeavor.

With the commitment of leadership to complete a major campaign, the necessary volunteers and a comprehensive education process, we do, however, believe that the opportunity to raise \$1.7 million exists. This is what we refer to as the "faith factor". When a true sense of generosity is introduced to a faith community, a spirit of conversion begins which meets all challenges.

2. A capital campaign provides the opportunity to contact and engage all parishioners. It is important to have accurate parish membership and contact information. If there have not been recent efforts to update records, Prince of Peace should work on eliminating membership who are no longer part of the parish, updating addresses, phone numbers and e-mails. This will enhance communication throughout the campaign when reaching out to parishioners.
3. The study responses indicate a need for further education before asking parishioners to make a financial commitment. Mark Davy & Associates' recommendation is to complete an all-inclusive education phase, over a three month period, to ensure each member has had the opportunity to fully understand the vision for this campaign. It is vital to provide as much information as possible to all households for each parishioner to make an informed decision regarding a gift.

The education phase will need strategic messaging with a focus on the campaign initiatives and why they are important. Mainly, how will this effectively assist Prince of Peace in enriching the spiritual lives of its parishioners and guests. Another key aspect of communication is future plans. Prince of Peace should address whether future plans include a new building or if the overall vision has changed.

4. Upon making the decision to move forward with a campaign, leadership should begin immediately to determine who is best to lead this effort. Selecting the right leadership is crucial to a campaign and should not be taken lightly.

It's important to review the question in this study regarding who members believe would be the best candidates for chairing a campaign. Most churches select two individuals or couples to represent the campaign leadership. The following are some of the key characteristics to look for in potential campaign chairs:

- Support the campaign vision and will make a gift
  - Have the time and dedication to oversee the completion of a successful campaign
  - Well known in the church and has a history of working well with others within the faith community
  - Willing to work with leadership and a campaign consultant to oversee and execute the campaign plan
5. Pray and encourage others to pray for the success of this campaign and those who have and will work hard to see its fruition. Ask the Lord to inspire all members to join in this effort with a joyful commitment to volunteer and a spirit of gratitude in giving to this effort.