
Saint Matthew Church

Planning Study Findings Summary Report

(Prepared by Guidance In Giving, Inc., Catholic Development Consultants)

I. Objectives of the Feasibility Study

- To introduce parishioners to the proposed initiatives under consideration and determine the extent in which parishioners will support the proposed project(s) under consideration;
- To determine collective financial support for a potential campaign;
- To identify any potential issues, points of concern, or misinformation within the parish

II. Feasibility Study Participation

- In total, 207 parish families participated in the Feasibility Study.

III. Summary of Feasibility Study Findings

How long have you been a member of Saint Matthew?

<i>Membership Range</i>	<i>Response</i>
50+ years	15%
40 – 49 years	8%
30 – 39 years	15%
20 – 29 years	25%
10 – 19 years	17%
1 – 9 years	20%

In your opinion, what does the parish do well?

- Welcoming, friendly and great sense of community
- Strong and engaging liturgy and music ministry
- Tremendous appreciation for parish clergy and staff
- Excellent ministries and community outreach
- Numerous social opportunities to get involved (especially for seniors and children)
- Communication

In your opinion, where does the parish need to improve?

- Including more youth and young families in the Masses, ministries and overall parish life
- Donor fatigue (petitions for financial assistance, second collections)
- More transparency in church finances
- Repairs in/around the church (pews and kneelers, PA system, outdoor lighting)

What is your opinion of retiring the Recreation Center Debt?

<i>Response</i>	<i>Total</i>
Positive	62%
Negative	5%
Unsure	33%

Is there anything in the parish community that you believe would hinder the success of a campaign?

<i>Response</i>	<i>Total</i>
Yes	27%
No	30%
Unsure	43%

- Cost
- Economy and inflation
- Financial ability of older parishioners and young families

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

<i>Response</i>	<i>Total</i>
Yes	74%
No	5%
Unsure	21%

IV. Summary of Feasibility Study Finding & Recommendations

- There is an acceptance that Saint Matthew must bring down the Recreation Center debt and that many parishioners are in favor of a debt reduction campaign and believe that should be the priority of the parish. While there was support regarding a potential parish endowment and the hiring of a director of family ministry, parishioners expressed a desire to address the current financial issues of the parish before embracing new projects or initiatives.
- In reviewing the parish offertory records, past campaign history combined with the results of the Feasibility Study, Guidance in Giving feels that Saint Matthew should move forward with a campaign to significantly reduce if not eliminate the existing debt, as the financial resource used to manage/pay the debt in the past have been exhausted (most notably, proceeds from the We Stand with Christ diocesan capital campaign). This would need to include detailed information regarding the parish financial position as well as addressing various questions posed by parishioners during the study.
- An empowered and dedicated Campaign Committee should be assembled. This committee, along with Father Hoffmann will be intricately involved in communication, planning campaign events and promoting the campaign to every member of the parish.
- The results of Planning Study should be shared with the parish. The leadership of Saint Matthew should carefully review the findings of the report as it provides significant insight on the feelings, opinions and concerns that are present in the parish community, not only about a potential capital campaign, but also about the parish as a whole.

V. Conclusion

Guidance In Giving has found that there is support and financial potential for a successful capital campaign at Saint Matthew. To achieve this full potential, it will take a concerted effort on the part of all; including a collaborative relationship between dedicated and committed parish leadership and parishioners; strong, consistent and transparent communication; a detailed case and a generous response from parishioners all within a spirit of enthusiasm, optimism and true Christian Stewardship.

Guidance In Giving would like to thank all those who participated in the Planning Study. We are grateful for your candor and insight and we look forward to assisting you in your upcoming capital campaign.
