

*Cunneen Co. Feasibility Study Summary Report  
for St. John Neumann Catholic Church*

Greetings,

The results of the recent Feasibility Study are in and they are very positive! We conducted this extensive study to 1) Evaluate the support of parishioners to build a new parish center with classroom space and to renovate the existing Social Hall into office space, 2) Evaluate parishioner opinions about the overall performance of various parish programs, 3) Determine the potential financial support for this project, and 4) Identify potential campaign volunteers.

We are excited to share the results of this study with you, and thank all of you for your thoughtful, prayerful and generous responses!

The Cunneen Company evaluated the information from 86 personal interviews and 312 responses from the in-pew survey. Both of these numbers are excellent response rates for a parish your size and reflect a very large sample of your parishioner population. Overall, 96% of those interviewed and 86 % of those responding to the in-pew survey felt the parish was either "excellent" or "very good" in its ability to meet the needs of your parishioners. These are remarkable numbers!

Some particular highlights from the study...

- Father Sizemore received exceptional ratings for his pastoral leadership. His ratings are among the highest ever received by the Cunneen Company in feasibility studies across the nation.
- The music ministry, spiritual life, community outreach, social programs, parish staff, the youth ministry and the religious education programs all received very high marks from respondents. Tina Burtch (Youth Ministry) and Bob Steinbauer (PSR) received many kudos for their efforts. Across the country, these are two areas that normally are rated much lower, so these are particularly noteworthy.
- The parish's Long Range Planning Committee has accurately perceived the needs of the parish; over 80% of those responding to the study found the case as presented to be important or essential. This means there was a clear desire to see the parish move forward to build the space necessary to house both the PSR classes, host parish meetings, expand social space and re-locate the offices back on campus.
- Although there was some concern about the current economy, about 90% of those interviewed and over 70 % of those surveyed said a campaign to raise the necessary funds should be launched. Many of those came with the caveat that the parish should first retire the existing debt – which we understand the parish is already committed to doing before you start a campaign in January 2011.
- A very solid 65% of those interviewed said they would volunteer in a Capital Campaign. Combined with 51 other suggested names that emerged from the study and 43 more names volunteered from the survey, the parish should have a very strong cadre of volunteers for a subsequent capital campaign. It should be noted that high volunteer turnout is the best predictor of overall campaign success.
- 81 % of those interviewed said they would support the campaign; of these most offered either a gift or a gift range.

Given the strong responses to the feasibility study, the Cunneen Company has recommended that the parish move forward with a major capital campaign and believes you can raise between \$2,800,000 to \$3,000,000 in a properly-directed campaign.

Respectfully submitted, The Cunneen Company

Please see the reverse for our next steps.

## *St. John Neumann Catholic Church - Next Steps*

Dear Fellow Parishioners,

In our continuing effort to be transparent and communicate well with you, the Long Range Planning Committee (LRPC) will hold Town Hall Meetings after all three Masses on the weekend of May 22/23. Following a brief presentation about our building project, they will take the opportunity to hear from you regarding any of your questions or concerns. After the Town Hall meetings, the LRPC will continue to consider any questions or comments from these meetings and from the Feasibility Study process. In addition, the LRPC will incorporate the results of the Feasibility Study into the Parish Ten Year Master Plan. From the above work, an FAQ (Frequently Asked Questions) document will be finalized and provided to you in our parish bulletin the first weekend in June, and will also be posted on the parish website.

Members of the LRPC are meeting with our architects, Meacham & Apel, to get the initial estimated \$3,200,000 cost of the building project adjusted to be within the Capital Campaign range of \$3,000,000 to \$2,800,000.

Very soon, some members of the LRPC and I will meet with Bishop Campbell to seek his approval to conduct a major capital campaign in our parish. Once approval is received, we will spend the summer months getting ready for a campaign. During this time, the Building Sub-Committee will begin to interview building contractors, eventually selecting one to work with our architect, Meacham & Apel. Before we launch a capital campaign, we want to make sure that the architect's estimated cost for this building project is confirmed by a building contractor.

In the fall we will start training campaign volunteers and soliciting major gifts. The parish-wide campaign will launch in the beginning of 2011. It will last approximately 6 months. According to Diocesan fundraising guidelines, we must have 100% of the necessary funds pledged and 50% on deposit before we will be able to break ground. Therefore, we may have a year and a half to two years from the start of the capital campaign before construction will begin. Once we have 50% of the pledged funds on deposit, the Diocese will extend a loan to us for the other 50%, while we are still collecting pledges. During and after construction, we will continue to collect your pledges until we have received 100% of the pledges and paid off the loan.

We thank God for this awesome parish and the overwhelming support we have received for moving forward with a Capital Campaign and Building Project. This will be a rewarding process and we pray God will bless our journey and deliver us to a place where we can support our many wonderful parishioners and their families, ministries, programs, religious education, spiritual formation, and events here at St. John Neumann Parish.

Fr. David W. Sizemore  
Pastor

Phil Roblee  
LRPC Co-Chair

John Powers  
LRPC Co-Chair