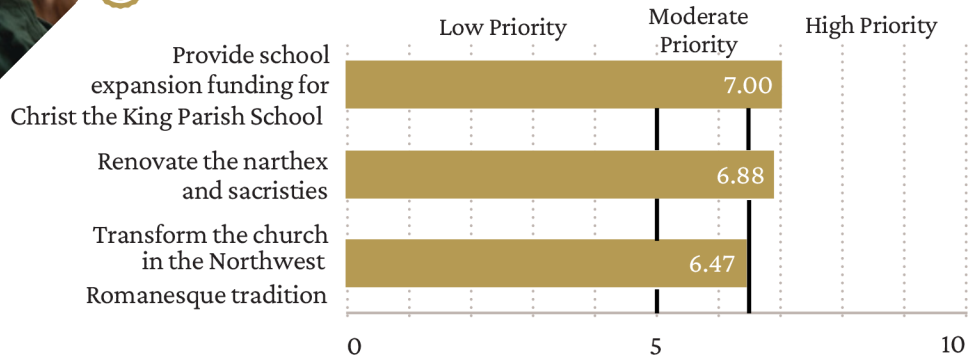




Beautification Feasibility Study Executive Summary



PRIORITY OF RESPONDENTS



Note: Scores were calculated by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. The cumulative value for each project was then divided by the number of responses for that project. In the Steier Group's experience, projects scoring at 6.5 and above are considered a high priority while projects in the 5.0-6.49 range are a moderate priority.



OVERALL OBSERVATIONS

- The mission of Christ the King Parish and School deeply resonates with parish families. The beautiful, reverent liturgies reflect a vibrant Catholic community living out its identity as a Eucharistic people.
- Parishioners fully trust Msgr. Cihak's leadership. There is a great appreciation for the discerning approach taken by the Beautification Committee, Parish School leaders and several others in developing the proposed plans.
- Study participants broadly expressed enthusiasm for the projects and are eager to see them move forward. Some shared concerns about the scope and scale of the plans, wondering if the \$5.7 million cost is feasible.

STATISTICAL FINDINGS



85% of respondents personally favor a capital campaign, including **94%** of those interviewed.



82% of respondents will make a personal gift to the campaign, including **87%** of those interviewed.



53 respondents indicated they would serve in a leadership position.



FUNDRAISING POTENTIAL

- Based upon the positive results of the planning study, the Steier Group recommends that Christ the King Parish and School **immediately moves forward** into the preparation phase of the 24-week campaign.
- The Steier Group projects that Christ the King will raise **\$3.75 million to \$4.75 million** over the three-year campaign by using the firm's recommended timeframe and approach.





KEY RECOMMENDATIONS

- » **SECURE APPROVAL AND SUPPORT** | Receive approval from parish leadership to proceed with a campaign. Then secure the blessing of the Archdiocese of Portland to accomplish the proposed projects through a major fundraising effort.
- » **FINALIZE CAMPAIGN GOALS AND DETERMINE UPDATED COST ESTIMATES** | Christ the King leaders should finalize the campaign goals based on responses in the planning study and the projected funding potential, and guided by the Pastoral Vision and Playbook. Work with Harrison Design and Parish School leadership to develop updated cost estimates aligned with the refined plans. Consider setting a tiered goal approach that allows parishioners to recognize fundraising milestones during the campaign.
- » **RECRUIT A STRONG CAMPAIGN LEADERSHIP TEAM** | Begin identifying and recruiting a strong, diverse volunteer team to work on the capital campaign, with representation from the pastoral council, finance council, Principal's Advisory Committee (PAC), St. Vincent de Paul, Knights of Columbus, Altar Society and other influential parish and school organizations. Solidify commitments from key individuals identified through the planning study.
- » **DEVELOP A COMPREHENSIVE COMMUNICATIONS PLAN** | Christ the King should work with the Steier Group to design a comprehensive communications plan that will create awareness and excitement with parishioners on the needs being addressed through the campaign both for the parish and the school. Begin by sharing the positive results of the planning study and the plan to move immediately forward with the preparation phase ahead of a public campaign later this spring.
- » **IMPLEMENT A CULTIVATION AND SOLICITATION STRATEGY** | Create a donor cultivation and solicitation plan that approaches the largest potential donors first. Consider scheduling meetings with the top 10-15 donor prospects to share the positive results of the study and answer their questions. Use a large team of leaders and volunteers to personally contact 500 of the parish's top potential donors. Approach parishioners with a simple, understandable and consistent appeal, exuding elements of "The Why" document. Emphasize how these improvements will directly improve the parish and school's mission.



Disciple to disciple, let us invest in a church and Catholic education that radiates the beauty of our faith, and strengthens our mission.

