

Summary of Feasibility Study Report

In August 2016, St. Thomas Parish contracted with a consulting firm specializing in capital campaigns in order to investigate if a Capital Campaign should be conducted for St. Thomas School. A consulting firm was used at the recommendation of diocesan officials and because historically, use of counsel results in greater success. The purpose of the Study was to gain critiques and opinions about improvements to our Parish School that were proposed by our Building Committee. The improvements that were proposed included:

Three Classrooms	Two Student Bathrooms	Administration Offices
New Entry/Gathering Space	Exterior Storage	Interior Storage
Gymnasium	Stage	Locker Rooms & PE Office
Common Space (e.g., hallways)	New Roof for Current School	

The projected cost for all components of the proposed Vision is \$4,631,360. \$1M has previously been donated by a generous benefactor resulting in a remaining proposed cost of \$3,631,360.

Fifty-one letters were mailed to Parish and School Families announcing the Study and requesting an interview. Concurrently, an announcement of the Study was printed in the Parish Bulletin and shared with School Families via email. A representative sampling goal was 30 interviews, however 35 interviews were conducted with 55 participants.

The interviews and discussions enabled consultants to assess interest and attitudes toward the St. Thomas proposed Campaign effort. They revealed strengths and potential challenges that might have an impact on Campaign results. They also helped to ascertain how well St. Thomas is currently positioned to launch and conduct a comprehensive Campaign.

During interviews, fourteen (13 + 1 *open-ended*) questions were discussed and scored. Our scores were contrasted with scores of similar studies (Benchmark Scores). *Benchmark Scores* represent the minimum level we should achieve to ensure success. The resulting interview scores follow:

	Benchmark	St. Thomas
1. Parish Image/Reputation	80.00%	100.00%
2. Perception of Parish Organizations	75.00%	91.43%
3. Perception of Parish & School Leadership	75.00%	97.14%
4. Appeal of the Vision	75.00%	77.14%
5. Receptivity to the Campaign	80.00%	85.71%
6. Fund Raising Environment/Economy	75.00%	80.00%
7. Perception of Costs	60.00%	45.71%
8. Willingness to Contribute Financially	75.00%	94.29%
9. Willingness to Work on the Campaign	40.00%	54.29%
10. Potential to Attract Campaign Volunteers	80.00%	88.57%
11. Potential for Attracting Large Monetary Gifts	80.00%	60.00%
12. Potential to Reach or Exceed Campaign Dollar Goal	75.00%	54.29%
13. Ability to Plan and Implement Campaign Program	75.00%	91.43%

The 3 responses falling below the Benchmark Scores all pertain to potential donation levels:

- 7. Perception of Costs
- 11. Potential for Attracting Large Monetary Gifts
- 12. Potential to Reach or Exceed Campaign Dollar Goal

Recommendations

Our consultants respectfully submit the following conclusions and recommendations:

- 1. St. Thomas should promptly initiate a Capital Campaign. Feasibility Studies initiate momentum and delays foster negative rumors damaging Campaign results. The need is great and is supported by very positive scores.

- 2. Our consultants found evidence to support a Capital Campaign of \$1,158,000 (plus \$1M already received). The evidence supporting this projection is twofold:

Yearly Parish Donations	\$300,000	multiplied * 3	\$ 900,000
Feasibility Study Totals	\$386,000	multiplied * 3	\$1,158,000

**Multiplying each by a factor of 3 is the common campaign projection standard.*

- 3. Needs vs. Wants – While the components within the Vision *excluding the gym and stage* are perceived as “needs” (\$998,320), the gym and stage are perceived as “wants.” Due to the potential Campaign goal of \$1,158,000, the gymnasium, stage & fine arts, and associated soft costs should be removed from the Parish Vision. With removal of “wants,” the Campaign goal, \$1,158,000 will cover the component costs PLUS 14% cost overruns.

The Parish will place donations in excess of \$1,158,000 into a fund for future capital expenditures. The level of success will determine how soon St. Thomas can consider addressing the “wants” of the gym and stage.

- 4. St. Thomas should share the results of this Study promptly in an All-Parish, Open Forum, with documentation of results also included in the Bulletin. The Parishioners must hear the results along with the evidence and provide their feedback.

- 5. Our consultants recommend a 6-month period for a Capital Campaign with planning (Organization/Quiet Phase) beginning in January 2017. The proposed Schedule of Organizational activities include:

i. Listening Sessions -	January
ii. Organizational Phase -	January - March
iii. Parish Campaign Phase -	April - May
iv. Remaining Gifts Phase	May

Together we now move forward, working as though our success depends on our individual efforts, but knowing prayerfully that all success ultimately depends upon Our Lord.