

St. Mary Magdalene Catholic Church

Feasibility Study Findings Summary Report

(Prepared by Guidance In Giving, Inc., Stewardship, Development & Campaign Consultants)

I. Objectives of the Feasibility Study

- § To educate parishioners about the renovation and expansion of the church and the construction of a multipurpose facility;
- § To determine the extent in which parishioners will support the proposed projects;
- § To determine the financial support for a capital campaign;
- § To inquire whether parishioners feel there are any additional elements or needs that should be considered by parish leadership;
- § To further identify Leadership Gift Prospects in the parish and/or local community prior to a capital campaign;
- § To identify possible campaign volunteers, including potential chairpersons and committee members;
- § To identify any potential issues, points of concern, conflicts, or misinformation within the parish and/or local community.

II. Feasibility Study Participation

U Forty-three (43) families were personally interviewed and three hundred and nineteen (319) families completed a survey. In total, 362 parish families participated in the Feasibility Study.

III. Summary of Feasibility Study Findings

How long have you been a member of St. Mary Magdalene Catholic Church?

<i>Membership Ranges</i>	<i>Responses</i>
> 30 years	16%
25 - 29 years	6%
20 - 24 years	9%
15 – 19 years	10%
10 – 14 years	18%
5 – 9 years	16%
1 – 4 years	21%
< 1 year	4%

What is your opinion of the proposed construction of a new multipurpose building?

<i>Project Summary</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Positive	42%	61%	60%
Negative	23%	16%	15%
Unsure	35%	19%	21%
No Response	-	4%	4%

What is your opinion of the proposed expansion of the church?

<i>Project Summary</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Positive	71%	73%	72%
Negative	12%	10%	10%
Unsure	17%	12%	13%
No Response	-	5%	5%

Are there other projects you feel should be addressed at St. Mary Magdalene?

- More handicapped/elderly accessibility
- Maintenance/repairs in all buildings
- Sound system in the church
- More parking spaces and a better flow in parking lot
- Church Pews, especially kneelers

Is there anything in the local or parish community that you believe would hinder the success of the proposed project?

- Cost of the project and lack of financial potential of the parish to raise the funds
- Changing demographics of the area
- Perception that this will be just for the school
- Uncertainty in the local economy, especially as it is tied into oil & gas
- Not wanting to incur more debt – parish has been in debt for years

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

<i>Response</i>	<i>Interviews</i>	<i>Survey</i>	<i>Total</i>
Yes	93%	74%	76%
No	2%	4%	4%
Unsure	5%	12%	12%
No Response	-	10%	8%

IV. Summary of Feasibility Study Recommendations

- U** St. Mary Magdalene should proceed with a parish-wide capital campaign to raise a minimum of \$3,000,000-\$4,000,000, once the case elements have been prioritized and finalized (including site plans, floor plans, renderings/elevations, approval processes with the city of Humble and Archdiocese of Galveston-Houston, cost estimates, construction timelines, etc.).
- U** An empowered and dedicated Campaign Committee should be assembled. This committee, along with Father Felix and the pastoral staff, will be intricately involved in planning campaign events and promoting the campaign to every member of the parish.
- U** This summary of the Feasibility Study Report Findings should be provided to all parishioners.
- U** St. Mary Magdalene parish leadership should carefully review the Feasibility Study Findings Report and commentary of the Study respondents. These findings provide significant insight on the feelings, opinions, perceptions and concerns that are present in the parish community, not only about a potential construction project or capital campaign, but also about the parish as a whole.

V. Conclusion

Guidance In Giving has found that there is support, excitement, and financial potential for a capital campaign at St. Mary Magdalene. To achieve the parish potential in a campaign, it will take a concerted effort on the part of all; including detailed case information, a strong, dedicated, and committed leadership, a generous response from parishioners and a spirit of enthusiasm, optimism and true Christian Stewardship.

Guidance In Giving, Inc. would like to thank all those who participated in the Feasibility Study. It was a pleasure to serve your parish community and we look forward to assisting you in your upcoming capital campaign.