

Our Lady of Lourdes Catholic Church
St. John Vianney Catholic Church

PLANNING STUDY RESULTS EXECUTIVE SUMMARY



STUDY PARTICIPANTS



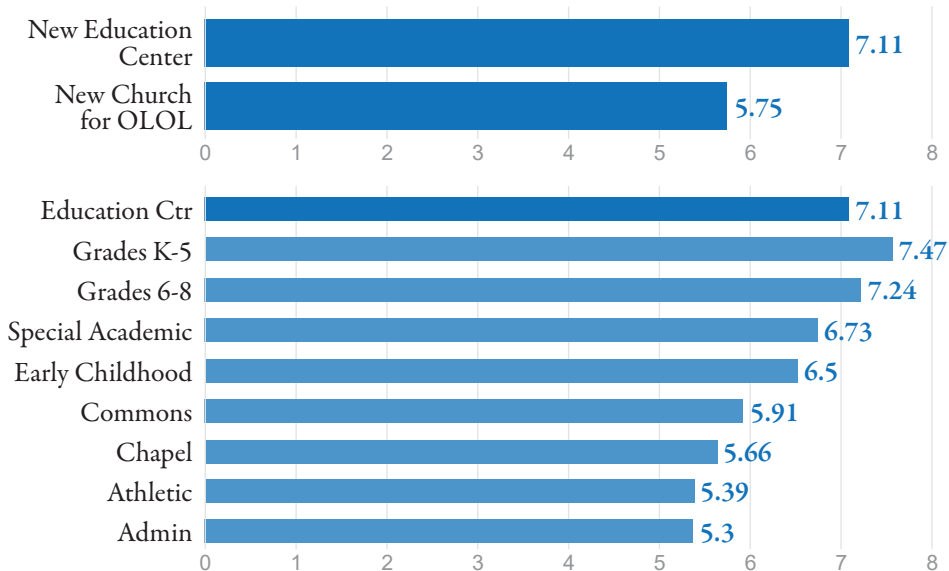
122 Personal Interviews



448 Mail, Online and In-Pew Surveys

19% Total Participation

PRIORITY OF RESPONDENTS



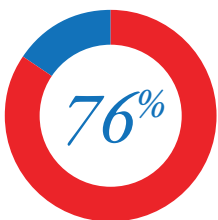
High Priority
= 6.5 - 10

Moderate Priority
= 5.0 - 6.49

OVERALL OBSERVATIONS

- A new regional Catholic school in northeast Bettendorf is the best option for providing Catholic parents a choice in education and for growing and serving the Catholic population in Bettendorf.
- Parishioners will financially support building a new school that is scaled back and/or completed in phases.
- Parishioners are willing to come together to work toward a common goal for church facilities once leadership provides clear direction and a long-range plan for the two parish communities.

KEY STATISTICAL FINDINGS



76% of respondents will make a personal gift to the campaign, including 92% of those interviewed.



77 respondents indicated they would serve in a leadership position.





FUNDRAISING

Based upon the positive results of the planning study, the Steier Group recommends that Our Lady of Lourdes and St. John Vianney immediately move forward into the preparation phase of a 15-month campaign beginning the week of October 31, 2022.



KEY RECOMMENDATIONS

- In finalizing goals, consider removing the new church from the campaign goals altogether and concentrate on raising funds for the new school.
- Extend both the Preparation Phase and Leadership/Major Gift Phase by three months each to finalize goals, collaborate with architects and contractors to rescale the scope of the school project, and provide ample time to cultivate and appeal to the major gift prospective donors who will provide the campaign momentum for success.
- The most significant issue—besides the current costs of construction—raised by planning study participants was ambiguity around the future relationship of the two parishes in addressing the ministerial needs of the growing Bettendorf Catholic community. Ongoing discussion and consultation with the diocese is needed to provide a clear vision and direction.
- Consider a tiered campaign approach so that the parishes can recognize fundraising milestones during the campaign.
- Begin identifying and recruiting a strong, diverse volunteer team to work on the capital campaign that has leadership representation from each parish.
- Build donor trust and confidence that the school project is proceeding by sharing a summary of the planning study results with all parishioners.
- Create comprehensive growth projections for the proposed new school and how they will impact the growth of the Catholic church in Bettendorf.
- Work with the Steier Group to design a comprehensive communications plan that will educate parishioners on the needs facing the parish communities.
- Implement a lead gift appeal strategy that involves securing the largest gifts early so that other parishioners are challenged to give at a higher level.
- Secure enough campaign volunteers so that the parishes may approach the top 250 potential donors through personal visits.
- Throughout the preparation and appeal phases of the capital campaign, plan and host targeted donor cultivation events to share the broad vision for each parish and the school. Take care to address the concerns that were shared during the planning study.