



## PLANNING STUDY RESULTS

### STUDY PARTICIPANTS

65

Personal Interviews

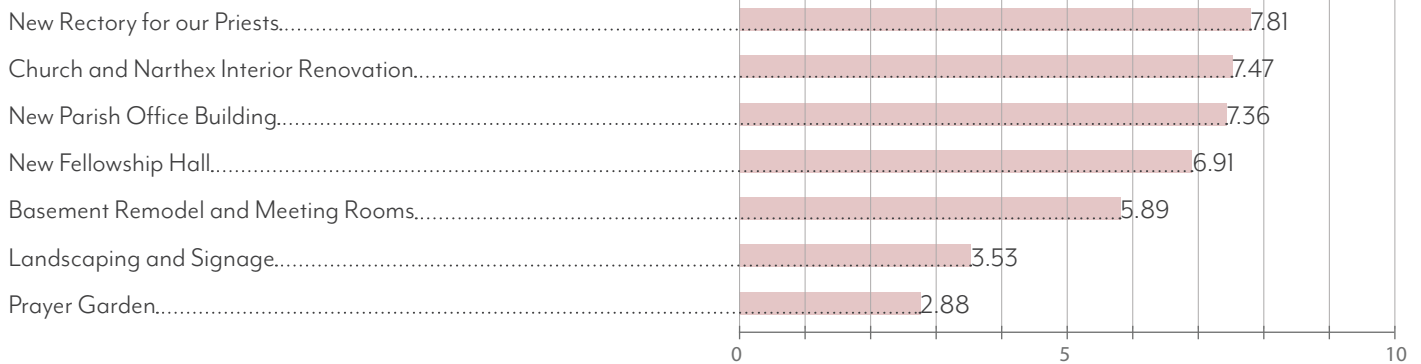
492

Mail, Online and In-Pew Surveys

30%

Total Participation

### PRIORITY OF RESPONDENTS



### OVERALL OBSERVATIONS

- Interviewees feel at home at St. John's and appreciate the community. They are grateful for the relationships formed at the church and many families appreciate the availability of a Catholic School in Loveland.
- The majority of interviewed parishioners are in favor of the general plans and a capital campaign.
- Father Steve is well-loved and respected by parishioners. He is seen as approachable and genuine, and his leadership in the decision-making and vocal support for a campaign will be crucial.

### KEY STATISTICAL FINDINGS

**81%** of respondents are personally in favor of a capital campaign, including 98% of those interviewed.

**84%** of respondents will make a personal gift to the campaign, including 91% of those interviewed.

**72** respondents indicated that they would serve in a leadership position.



### KEY RECOMMENDATIONS

- Based upon the positive results of the planning study, the Steier Group recommends that St. John the Evangelist Catholic Parish immediately moves forward into the preparation phase of the 24-week campaign beginning the week of November 12.
- St. John's and the Steier Group will begin identifying and recruiting a strong, diverse campaign volunteer team.
- The Steier Group will work alongside the Communications Director at St. John's to design a comprehensive communications plan.