



# SAINTS PETER AND PAUL CATHOLIC CHURCH & SCHOOL



## PLANNING STUDY RESULTS

Dear Parishioners,

I wish to offer a special thank you to those who participated in the recent planning study conducted at our church. We received significant feedback that is beneficial as we look toward our future.

After gathering and analyzing data from the study, representatives from the Steier Group reported their findings to the Finance Committee, the Campaign Conservation Committee, the Pastoral Council, and Tom Lilly, Chancellor of the Diocese of Owensboro, on September 17, 2019. Our parishioners responded as follows:



**Thirty-five percent**  
participated in the study.



**Seventy-one percent**  
favored a campaign.

**Seventy-one percent**  
indicated financial  
support for a debt  
reduction campaign.

**Fifty plus families**  
indicated they would serve  
in various volunteer roles  
to help with campaign  
activities and needs.

Based on the findings provided, the Steier Group recommended we move forward with a campaign. Our Finance Committee, CCC, and Pastoral Council agreed with this recommendation. Mr. Lilly has informed us that the Diocese of Owensboro concurs that we should work with the Steier Group for purposes of reducing and eliminating our debts to the diocese.

The debt reduction campaign will begin immediately. You will hear much more about this important project in the coming weeks and months.

Once again, thank you for participating in this critical study for our parish. Your input has been extremely beneficial and will help to ensure the success of our upcoming campaign. With the Lord guiding us, I have no doubt our efforts will be fruitful.

God Bless,

Rev. Richard Meredith  
Pastor

**P.S. On the other side of this letter, you will find a summary of the key findings of the planning study.**





PLANNING STUDY RESULTS



**Conducted 57**  
personal interviews



**Received 65**  
mail surveys

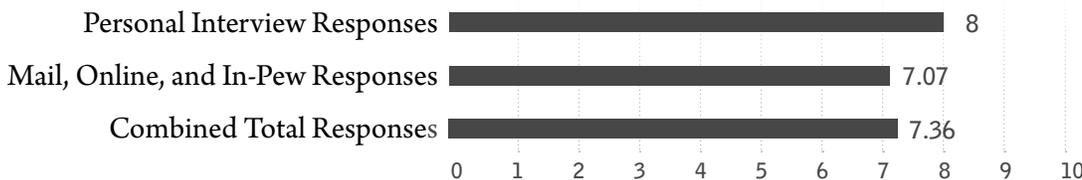


**Received 71**  
in pew surveys



**Seventy-one percent**  
of respondents favor  
a campaign.

Participants rated the campaign goal on a scale of 0-10 as follows:



\*The Steier Group considers scores of 6.5 and above indicative of strong community support.

CONCERNS

- Belmont School
- Lack of financial support from younger generation
- Decrease in Mass attendance

OBSERVATIONS

- Belief in the true need of addressing the debt
- Love of our church and the “feeling like home” in our great faith community
- Priests are amazing shepherds.

FUNDRAISING POTENTIAL

- The Steier Group projects Sts. Peter and Paul Catholic Church will raise \$1.5 million-\$2.1 million over the next three years by using the firm’s recommended approach.



STEIER GROUP RECOMMENDATIONS

- Finalize the campaign goal based on the parish’s long-range planning, responses in the planning study, and the projected funding potential. To recognize success, consider a tiered campaign approach which highlights achievements when reaching defined financial milestones.
- Recruit a strong, active leadership team and include a cross section of parishioners and ministries.
- Implement a comprehensive communication plan to keep parishioners informed.
- Finalize cultivation and solicitation strategy and approach some potential donors through personal visits.
- Develop other strategies such as phoning nights, after-Mass appeals, and in-pew appeals to attract additional support.