



Synopsis Report Our Lady of Lourdes Catholic Church

Dated: April 2022

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1. Interviews with approximately 25 lay leaders representing 16 lay leadership households.
2. 422 persons representing more than 300 households participated in study – 38% of 835 giving households.
3. 1205 potential giving households; 835 participating giving households.
4. 835 participating giving households gave the \$1,653,428 total receipts in 2021. Among these giving households, 97% of total receipts came from 594 households (these gave \$1,601,998, yielding an average household gift of \$2,697. Remaining \$51,430 of the total receipts in 2021 (\$1,653,428) given by 241 households, yielding average household gift of \$213 annually. Lion-share of parish financial support (97%) each year is coming from 594 families or slightly less than half the parish membership (49%). No recorded gift from 370 member households.
5. Majority of participants in study made up of those between ages 30-44, 45-59, and 60-74 (over 80%).
6. A notably high percentage (88%) of respondents are “Moderately Happy” to “Very Happy” w/ parish’s programs.
7. “Music, Mass, Liturgy” and “Parish School” ranked as parish’s “greatest strengths.” Real strength = people.
8. Areas needing strengthening included in this order: “Parish & School Facilities,” “Parish Life Activities,” and “Children and Youth.”
9. Slightly more than half of the respondents said they would provide financial support in a capital campaign: 55% said “Yes,” 17% said “No,” and 30% are “Undecided.”
10. Some parish households in feasibility studies indicate an amount they would consider giving. When these notable gift amounts are combined with the church’s financial potential in a capital campaign, as well as the generous donation from a parishioner estate, the goal of \$2.5M is very achievable.
11. 13% of respondents said they would consider including the parish in their estate plans. 51% “Undecided.”
12. While there were many comments around the desire of parishioners to receive regular reports (annually, at a minimum) regarding the “State of the Parish” and better



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communication between staff and from parish staff, the most frequent comments focused on the proposed "look" of the new Office space/Building. Many expressed their support for moving the office suite nearer to Breckenridge and thereby creating a safer environment for school children. However, the proposed plan appears to many as "out of place" or so different from the style of the church and should be redesigned to be more complimentary of the current style of church architecture.

13. With the findings in this report, Generis-Ashley | Rountree wholeheartedly recommends OLOL move forward ASAP to request Archdiocesan approval to engage in a capital campaign. Preparation for the campaign would include work on the development and refinement of a compelling vision, the finalization of the building, renovation and construction plans, the submission of all plans to the Archdiocese for their approval, and a presentation of the finalized plans to the entire parish as a kick-off to the capital campaign.

14. Capital Campaign Goal? \$2.5M

15. Other recommendations are included in the report such as...

- 1) A potential "mission component" in the campaign
- 2) "MIR" – quarterly "Mission IMPACT Reports"
- (3) "Planned Growth in Giving" strategies and opportunities
- (4) Add'l "Programmatic Staff" particularly one with social media expertise
- (5) A "Gift Assessments" Inventory to expand parishioner engagement
- (6) "Cryptocurrency"
- (7) "Data Analytics"
- (8) "Discipleship Growth" in giving.

16. Generis is pleased with the outcomes of this study and is very optimistic that Our Lady of Lourdes will experience a successful capital campaign.

Respectfully Submitted,

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