

FAQ

Fourth in a series



Why did we hire a consultant to help us raise basically the same amount of money as we raised on our own during the previous campaign?

Our first campaign to expand St. John school took place in 2007 when the economy was much stronger. Though we raised \$2.2 million, **solicitations stretched over two years** and parishioners and school families had five years to pay their pledges.

As we considered a second campaign, we were concerned this new effort would face significant challenges. The economy is not what it was in 2007 and supporters may be experiencing donor fatigue. Additionally, many donors were unhappy with the length of the solicitation phase in the previous campaign. Finally, we hoped to raise the needed funds over a three-year collection period so that we might give donors a break before beginning Phase III of our capital plan.

St. John's leadership looked to professional counsel to help us raise the greatest amount of funds as quickly as possible. Though short of our goal, in **just over ten weeks we have raised approximately the same dollar amount that was raised in the previous campaign over the course of two years.**

How far are we from our goal?

Based on projections from our consultant, parish leadership set our campaign goal at \$2.8 million-\$3.3 million. Currently, gifts and pledges total **\$1.8 million**. Though the parish-wide solicitation phase has ended, a handful of campaign volunteers remain active identifying and cultivating prospective donors, including parishioners who haven't made a decision. Local businesses, which may entertain a marketing opportunity with the parish, are also being considered. Remember this is a three-year campaign and **we are confident we will raise enough money to accomplish the greater part of our plan.**

Why did we fall short of goal?

Before answering that question, we wish to assure you that regardless of our final numbers we are grateful for the commitment made by each household. The demands for one's resources are many and your campaign support is a generous sacrifice that is not overlooked. Thank you.

In reviewing campaign results, our consultant indicated parish participation (the percentage of households making a pledge or gift) is typical of most capital campaigns. However, pledge amounts were lower than anticipated.

When will construction start?

Several steps must be completed prior to breaking ground. First, we will need to adjust our plan to match the funds raised. Technical and construction documents will need to be developed. Finally, the archdiocese requires that half of the pledges be redeemed before construction can begin. Though we can't be certain, our **hope is to begin work in early 2017.**

