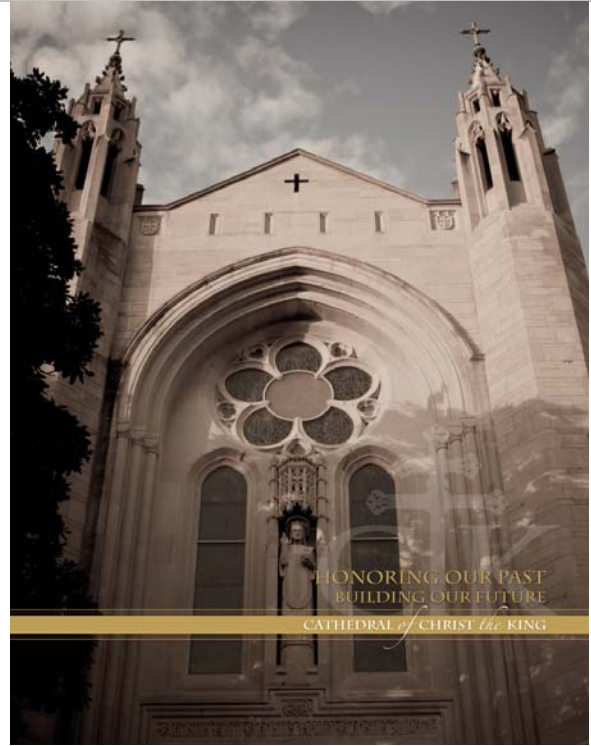

PLANNING STUDY **REPORT SUMMARY**

Cathedral of Christ the King & Christ the King School

Atlanta, Georgia

*Prepared by
Guidance In Giving,
Inc.*



I. Objectives of the Planning Study

- ✚ To determine parishioner support for the New Facilities Project as proposed
- ✚ To determine the financial support for a capital campaign
- ✚ Ascertain possible additional elements or needs for the project
- ✚ To identify Leadership Gift Prospects in the parish and school
- ✚ To identify possible campaign leadership and volunteers
- ✚ To identify any potential issues of conflict within the parish community

II. Planning Study Participation:

- A. 102 households were interviewed by Guidance In Giving, Inc.
- B. 374 additional households participated by returning a Mail Survey

A total of 476 Cathedral households participated in the Study: 11% of the total parish roster (4,300) and 15.3% of the 3,096 families considered "active", or having a recorded & recent giving history.

III. Summary of Planning Study Findings

How would you rate your awareness level of the need for more meeting, ministry and educational space at the Cathedral and CKS?

<i>Response</i>	<i>Interview (102)</i>	<i>Survey (374)</i>	<i>Overall (476)</i>
Very Aware-	64%	25.5%	33.6%
Aware -	23%	29%	27.7%
Somewhat aware-	11%	31%	26.6%
Unaware-	1.5%	14%	11.7%
No Response	.5%	.5%	.4%

61.3% were either very aware or aware of the need for more space

What is your opinion of the first proposed new 3-story facility?

<i>Response</i>	<i>Interview (102)</i>	<i>Survey (374)</i>	<i>Overall (476)</i>
Very Positive	57%	40%	43.5%
Positive	36.5%	40.5%	39.7%
Negative	1%	6%	5%
Unsure	5%	13.5%	11.5%
No Response	.5%	0%	.3%

83.2% were either Very Positive or Positive in their support, only 5% responded negatively regarding the new 3-story building

What is your opinion of the proposed new gym and theatrical facility?

<i>Response</i>	<i>Interview (102)</i>	<i>Survey (374)</i>	<i>Overall (476)</i>
Very Positive	57.8%	38%	42.2%
Positive	33.4%	38.5%	37.5%
Negative	1%	9.3%	7.5%
Unsure	7.8%	14.2%	12.8%
No Response	0%	0%	0%

79.7% were either Very Positive or Positive in their support of the new gym, only 7.5% responded negatively regarding the new gym.

- 76.7% of Study participants (both Interview and Survey) consider the proposed new fellowship hall and kitchen as Essential or Important
- 78.2% of Study participants (both Interview and Survey) consider the proposed ministry and group meeting rooms as Essential or Important
- 70.2% of Study participants (both Interview and Survey) consider the proposed new Middle School classrooms as Essential or Important
- 67.7% of Study participants (both Interview and Survey) consider the new and larger Adoration Chapel as Essential or Important
- 70.4% of Study participants (both Interview and Survey) consider the proposed new gymnasium as Essential or Important

Although these percentages are tightly grouped and supportive for each component of the building plan in the majority, no one aspect of the project was a need that was clearly demonstrated by all participants as a necessity. Guidance In Giving, Inc. considers only elements of a Study that test 80%+ for approval to be truly indispensable to the project.

If the building campaign proceeds as proposed, will you support Fr. Frank and the Cathedral Leadership to help ensure that the campaign is successful?

<i>Response</i>	<i>Interview (102)</i>	<i>Survey(374)</i>	<i>Overall(476)</i>
Yes	93%	78.6%	81.7%
No	0%	5.3%	4.2%
Unsure	7%	14.5%	12.8%
No Response	0%	0%	3%

81.7% of study participants indicated they would support a campaign, with comments voicing various caveats. Only 4.2% indicated they would not support a campaign

What would you estimate your family contribution to be over a 5-year period?

Gift-by-Gift Breakdown of Responses Given

<i>Gift Breakdown</i>	<i>Interview</i>	<i>Survey</i>	<i>Resp. Total</i>	<i>Pledge Totals</i>
\$500,000 (+)	1	0	1	\$500,000
\$250,000 (+)	1	0	1	\$250,000
\$100,000 (+)	12	2	14	\$1,500,000
\$50,000 (+)	7	3	10	\$520,000
\$25,000 (+)	5	4	9	\$247,500
\$20,000 (+)	9	4	13	\$260,000
\$10,000 (+)	12	30	42	\$445,000
\$5,000 (+)	10	46	56	\$320,600
\$2,500 (+)	1	25	26	\$78,000
\$1,000 (+)	3	36	39	\$51,900
\$1 - \$999	4	25	29	\$13,000
(TOTAL GIFTS) \$	(65) \$2,917,900	(175) \$1,268,100	(240)	\$4,186,000

* There were a total of 236 interviews and surveys where no pledge amount was offered in response to this question.

In your estimation, would the "average" parish and/or school family be able to support a 5-year pledge at the following levels:

<i>Response</i> \$7,500	<i>Interview</i>	<i>Survey</i>	<i>Overall</i>
Yes	79.5%	55.3%	60.5%
No	11.7%	21.6%	19.3%
Unsure	4.9%	7.4%	6.9%
No Response	3.9%	15.7%	13.2%

<i>Response \$10,000</i>	<i>Interview</i>	<i>Survey</i>	<i>Overall</i>
Yes	62.7%	25.6%	33.8%
No	29.5%	41.4%	38.8%
Unsure	4.9%	7.4%	6.7%
No Response	3.9%	25.6%	20.7%

<i>Response \$15,000</i>	<i>Interview</i>	<i>Survey</i>	<i>Overall</i>
Yes	32.5%	5%	10.9%
No	52.9%	58.5%	57.3%
Unsure	12.7%	6.9%	8.3%
No Response	1.9%	29.6%	23.5%

<i>Response \$20,000</i>	<i>Interview</i>	<i>Survey</i>	<i>Overall</i>
Yes	11.7%	1.8%	3.9%
No	80.5%	61.7%	65.7%
Unsure	3.9%	6.3%	5.6%
No Response	3.9%	30.2%	24.8%

During the course of this study, 240 families indicated they would be likely to contribute a total of \$4,186,000 to the project. This reflects an overall average gift of \$17,441, with Interview participants having a \$43,551 average pledge submission and Survey participants returning a \$7,246 average pledge.)

IV. Summary of Study Recommendations

Because there were no \$1,000,000+ pledges committed to the project in the Planning Study, the financial need focused upon in this Planning Study, \$37 million, is considered by Guidance In Giving, Inc. to be unattainable in one capital campaign. The primary reasons for not confirming this potential are that the Cathedral of Christ the King would have to exceed documented national capital campaign percentages in the areas of: a) multiples of offertory, b) strength of final average campaign pledge and c) percentage of pledge participation.

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- a) In reviewing Guidance In Giving, Inc. parish campaign data, it is revealed that only 20.2% of parishes (78 of 386) reach a campaign pledge total of which the multiple of Offertory is 5 times or more.
 - b) In reviewing the past Guidance In Giving, Inc. parish campaign statistics, only 1.5% of parishes (6 of 386) have achieved an overall average gift/pledge level of \$10,000 or more in their capital campaigns.
 - c) Only 15.5% of past parish campaigns conducted (60 of 386) have reached or exceeded 40% participation (that is, a financial contribution/pledge.)

Therefore, Leadership has reassessed its goal, thus making it a \$20 million campaign, based on data supporting our ability to reach this goal.

It is the recommendation of Guidance In Giving, Inc., that the Cathedral of Christ the King consider the following when proceeding:

- ❖ **Begin a “Vision” and “Mission” engagement of Cathedral leadership families and promote the results of this Planning Study.** Prior to any Elite/Leadership Gift Phase, Father Frank, with the support of the Cathedral Stewardship Committee, Pastoral Council, Finance Council and Christ the King School should begin a personal and prolonged canvassing of the Cathedral’s most important leadership families (in terms of ministry/outreach participation, longevity with the parish and school and financial potential.) This engagement of leading families should not be a solicitation. Rather, this effort will allow for true contemplation by these parishioners and school families regarding their commitment to their own Faith. The request for reflection on a large scale of this sort can lead to many benefits, not the least of which can be increased participation and volunteerism, increased dedication to the Adoration of the Blessed Sacrament, heightened awareness of the need for Stewardship and sacrificial giving, and a desire for more educational programs that bolster commitment to being beacons of the Faith here in Atlanta.

The time period in which this spiritual self-evaluation is promoted by Father Frank and the clergy and leadership of the Cathedral will also allow for the promotion of the Planning Study results, which will be an important step in strengthening the communication by the parish and school leadership to the parishioners and school families. After the distribution of the Study

results, an assessment of campaign needs and goals, a redesign of the proposed plans (if viewed as necessary by the Cathedral leadership,) and a more exacting evaluation of components to be added to or removed from the plans or otherwise finalized (i.e. parking,

Rectory location, final financial goal establishment, etc.) should take place. If promoted thoroughly, this use of Study input and information from the Cathedral families will demonstrate that what was conveyed by them in the Planning Study was taken into consideration and acted upon. This in turn will increase the sense of “ownership” in the project and in the parish.

❖ **Address the two primary unanswered concerns voiced in the Planning Study: Parking and Rectory.**

I) Many respondents expressed concern about new buildings creating even more strain on our already overburdened parking situation. Some respondents were also concerned about the possibility of the rectory being situated off campus. Both these issues need to be openly addressed, agreeably settled and clearly communicated before a capital campaign is launched.

❖ **Conduct a \$20 million parish and school-wide capital campaign.** Once the Planning Study information has been distributed, the “faith foundation” has been established for the project by Father Frank’s “Vision and Mission” engagement (suggested above,) the final decisions have been made regarding facilities and overall goal, and the pre-campaign Elite/Leadership Gift Phase has demonstrated the desired support, the Cathedral of Christ the King will be ready for an overall capital campaign in the parish and school. Because of the size of the Cathedral Parish and CKS family, this campaign will most likely need to be conducted over the course of 8 to 12 months (32 to 48 weeks of service,) not including the preliminary Elite/Leadership Gift Phase, which would be an estimated 6 months (24 weeks) at the least.

V. Conclusion

Guidance In Giving, Inc. has found that there is substantial support, excitement and financial potential for a successful capital campaign(s) at the Cathedral of Christ the King
Achieving the parish's potential will take a concerted effort on the part of all; including a generous and prayerful response from parishioners and a commitment to the future of the parish and school family. With that in mind, Father Frank has determined that we will postpone the Capital Campaign until Election year is over and kick off the campaign in January 2013 to coincide with our 75th Anniversary. Guidance In Giving would like to thank all those who participated in the Planning Study. It was a pleasure to serve your parish and we would consider it a privilege to assist you in your upcoming campaign.

Michael J. Coates
Vice President, Metro Atlanta Office
Guidance In Giving, Inc.
404.353.7021
coatesy@aol.com
www.guidanceingiving.com