



PLANNING STUDY RESULTS

Thank you for participating in this critical planning study that will allow us to prepare for a successful campaign. Your input has been extremely beneficial and will help to ensure the renewal of our parish.

PLANNING STUDY PARTICIPATION

During the five-week planning study:



82
personal
interviews were
conducted

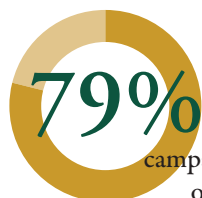


275
mail & online
surveys were
completed

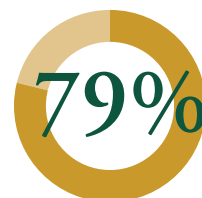


211
in-pew
responses
were collected

KEY STATISTICAL FINDINGS



of respondents are
in favor of a capital
campaign, including 76%
of those interviewed.



of respondents will make
a personal gift to the
campaign, including 80%
of those interviewed.



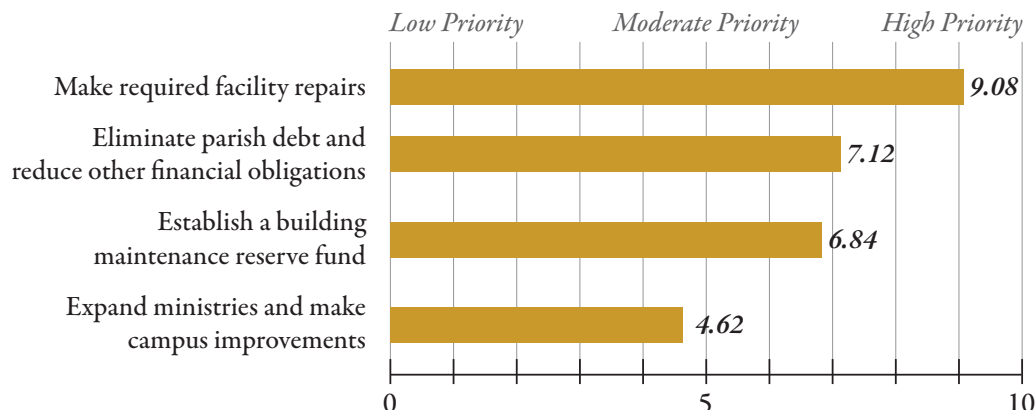
Giving Gifts of Talent and Time

- 104 families (individuals or couples) indicated they are willing to serve and solicit gifts.
- 89 families were recommended as potential leaders for a capital campaign.
- 215 families are willing to serve as campaign stewards for the calling committee, special events or administrative tasks.

Ensuring the Future Care of Our Parish

- 27 families have already included Holy Trinity Parish in their estate plans.
- 43 additional families would like to receive information about making a planned gift.

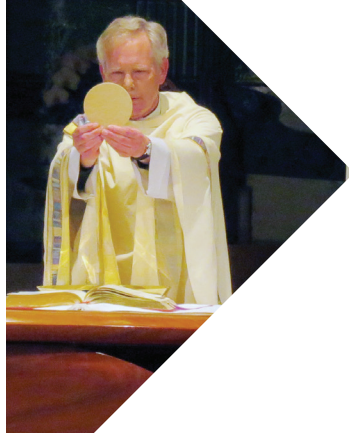
PRIORITY OF RESPONDENTS



Scores were calculated by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. The cumulative value for each project was then divided by the number of responses for that project. Projects scoring a 7 (or higher) demonstrate strong support across the entire parish.

(over)

FOR GOD.
FOR LOVE.
FOR LIFE.



OBSERVATIONS

- Holy Trinity Parish is seen as a welcoming community for all, regardless of background. Many ministry opportunities exist, and parishioners take pride in their multiple involvements.
- A high percentage of parishioners were unaware of the proposed plans (34%) and over one-tenth of respondents remain unsure about making a gift or pledge to the campaign.
- Strong support exists for making necessary facilities repairs and eliminating debt before spending elsewhere. Facilities repairs are seen as the top priority and parishioners want an environment that is befitting the glory of God.

- By providing clear details of the parish's finances along with specifics of how campaign funds will be used will increase parishioners' support and gift size. Some interviewees stated they are unable to commit to a pledge until their concerns about parish and school ministry budgets are addressed.



RECOMMENDATIONS

Members of the Steier Group reported their findings and recommendations to clergy, the senior leadership team, and members of the Catholic School Advisory Commission, Pastoral, and Finance Councils on October 24, 2019.

From the observations made and the responses to survey questions provided by respondents, the Steier Group provided the following recommendations:

- Due to the positive results of the planning study, the parish is encouraged to move forward with preparations for a capital campaign. Active campaigning is expected to last until May 2020. Parishioners will be encouraged to make a three-year commitment (pledge) to the effort.
- Campaign leaders must respond to questions, issues, and feedback gathered through the planning study to carefully address each campaign initiative to instill donor confidence.
- Campaign leaders must clearly illustrate how campaign funds will be used and how this effort will impact the future of the parish. Provide parishioners with simple, understandable and consistent information through a variety of communications methods.
- Utilize the campaign as an opportunity for parish-wide renewal of the stewardship way of life. Integrate the campaign with the annual stewardship recommitment. Explain how a campaign is consistent with the spirituality of Christian stewardship.

NEXT STEPS

The Bishop has reviewed the Planning Study Report and has approved our parish campaign. Beginning immediately and lasting through January, we will develop a comprehensive communications plan, finalize campaign goals, recruit and train leadership, and create all campaign materials. The solicitation phases will occur from February to April, and a final follow-up phase will occur in May. All parishioners will be offered an opportunity to participate in our campaign to strengthen Holy Trinity Parish's stewardship way of life.

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“You are being enriched in every way for all generosity, which through us produces thanksgiving to God, for the administration of this public service is not only supplying the needs of the holy ones but is also overflowing in many acts of thanksgiving to God.”
2 Corinthians 9: 11-12



3111 Tierra de Dios Drive
El Dorado Hills, CA 95762
530.677.3234 | www.holytrinityparish.org

