

Holy Ghost Parish - Campaign Readiness Assessment Survey Results

My sincere gratitude to everyone who made time to participate in the campaign readiness assessment survey. I am pleased to share that 263 people - 19% of registered families – shared their thoughts and feelings regarding campus improvement projects and paying off our parish loan. This is an exceptionally good response as most surveys only have a 4 – 6% return rate. The input we received from the survey will be combined with the information from the personal interviews and vision groups to help formulate direction for the future of the parish. We will have more to share at the end of August when we conclude the campaign readiness assessment. Thank you again and God bless! - Fr. John

1. How well do we communicate with you? **I feel...** (please circle one)

Very well informed 41%	Fairly well informed 50%	Not very well informed 7%	Not well informed at all 2%
----------------------------------	------------------------------------	-------------------------------------	---------------------------------------

More than 90% of respondents view communication with the parish in a positive light.

2. What is your preferred method of how we communicate with you?

Parish Bulletin 60%	Email 35%	Phone 3%	Text 1%	Website 1%
-------------------------------	---------------------	--------------------	-------------------	----------------------

The most preferred method of communication is the parish bulletin, followed by email.

3. How could we improve our communication with you?

The three most frequent answers were:

- Use email to communicate – especially when something is needed or there is an event, etc.
- Everything is great the way it is
- Announcements at mass are informative – maybe they could be done at the beginning of mass

Combined with the answers from the previous question, it seems that email is a very effective tool for communication with parishioners.

4. There are a number of maintenance and campus improvement projects currently being considered. The prices listed to accomplish these projects are best estimates at this time. **The following illustrates responses for the top priority to accomplish:**

16% Liturgical Upgrades \$310,000

- Replace Carpeting in Church and Narthex \$15,000
- Install WiFi and Audiovisual \$35,000
- Stations of the Cross \$28,000
- Refinish and Reupholster Pews \$75,000
- New Vestments \$15,000
- Tabernacle \$132,000
- Missals/Songbooks \$10,000
- Sound System \$24,000

29% Grounds \$697,500

- Resurface North and South Parking Lots \$270,000
- Signboard \$20,000
- Roof Replacement (within 10 years) \$225,000
- HVAC (replacement as needed) \$175,000
- Concrete Work \$7,500

16% School \$80,000

- Replace Outdoor Playground \$11,000
- Interior Doors \$12,000
- Asbestos Removal \$28,000
- Mary Statue
- Technology Upgrades \$28,000

39% Parish Loan \$144,000

- Payoff Parish Loan from the Diocese of Joliet

5. Do you feel Holy Ghost parishioners would be willing to make financial gifts and/or pledges in a capital campaign in order to accomplish the projects listed above?

Yes – 75%

No – 25%

Three-quarters of respondents felt the parish would support a capital campaign

6. Would you personally be willing to make a financial commitment to a capital campaign to help pay for the projects?

Yes – 70%

No – 30%

70% said yes to personally supporting a campaign with a gift. It should be noted that the majority of those who said “no” explained they are supportive but do not have the financial resources to make a gift at this time.

7. In order to move forward responsibly, we need a better understanding of parishioner willingness to participate financially. **Capital campaign gifts are a special offering above and beyond offertory giving and may be paid over a five-year time period.** Understanding that your decision will be influenced by the final project communicated, please circle the level your family would likely consider in supporting such a funding effort:

Up to \$999	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999
57%	27%	7%	7%	2%

Almost 60% of respondents felt he/she could make a gift under \$1,000

8. Holy Ghost Parish would like to steadily grow the Sunday collection over the course of the next year in order to continue to pay for the daily operations of the parish, weekend liturgy, outreach to the community and to create a reserve for future campus needs. Would you be willing to increase your offertory gift?

Yes – 65%

No – 35%

More than half of respondents are willing to increase weekly giving

9. Please offer any additional comments here:

The most frequent answers in this section included:

- Take care of the “needs” on the list and leave the “wants” for later if we have the money
- Pay off the parish loan before we undertake any new expenses
- I am on a fixed income and cannot afford to help with a campaign
- Communicate how money is being allocated as things proceed
- I would like to see more young families active and attending mass
- Note: There were many comments for and against a new tabernacle as well as changing the location