



PLANNING STUDY FINAL REPORT HIGHLIGHTS AUGUST 2019

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PLANNING STUDY OBJECTIVES

- Assess perceptions of the proposed case for support
- Evaluate and determine the fundraising potential in a campaign – an achievable and challenging goal
- Determine participants' willingness to lead, visit others, host a reception, and provide their financial support
- Identify prospects deemed most capable of making substantial leadership gifts to a campaign
- Identify potential issues and obstacles that might hinder the success of a campaign

STUDY PARTICIPANTS

- 110 Personal Discussion Participants (*referred to as interviewees throughout the report*)
- Approximately 400 Survey Respondents
- Study participants included staff, alumni, parents, and grandparents of Lourdes Academy, and parishioners from St. Jude, St. Raphael, Most Blessed Sacrament, and St. Mary (Omro and Winneconne).

PLANNING STUDY RESPONSES

Case for Support: Lourdes Academy seeks to renovate and remodel the school campus, adding a pre-K and elementary school in partnership with area parishes.

Reactions to the case for support: "What is your overall impression of the project?"

- Seventy (70%) of interviewees and 52% of survey respondents had a favorable response to the project plan. Important to note is that of those who indicated "mixed," a majority mentioned they had a positive impression, however, had concerns that included the following: parking, empty buildings, and tuition payments.
- Interviewees and survey participants were asked about their support over a three to five-year period. Eighty-eight (88%) of those interviewed and 72% of the survey respondents indicated "yes" or "maybe."

Response to "Do you approve of the plans to build a new regional school at this time?"

Overwhelmingly, 91% of all Lourdes Academy participants said "yes" (70%) or "maybe" (21%); 74% of parish participants said "yes" (57%) or "maybe" (17%).



Notable comments about the plans to build a new regional school:

- “This seems to be a stretch, but definitely achievable, as long as we have enthusiastic and committed leaders in place to see this through.”
- “I would like to see the population of our school have similar proportions of ethnicities and socioeconomic status to our communities.”
- “It is long overdue. This has been talked about since my kids were in elementary school 20 years ago.”
- “Will give as long as there is better communication and transparency in the process.”

EVALUATION

- **Proposed Case for Support – Lourdes Academy’s case** is the result of an in-depth master plan developed over many years.
- **An overwhelming majority of study participants have a favorable reaction** to the proposed case for support. Both interviewees and survey participants indicated a strong willingness to support these plans, as long as their concerns/questions are addressed/answered. *
- Buy-in is evident in the study results; **a greater percentage of interviewees agree with the campaign plan than survey respondents**, but agreement is strong in both cohorts.
- **Capable and Willing Prospects** – A large percentage of study participants indicated that they would support the campaign with a philanthropic gift and/or pledge above and beyond what they currently give to their parishes and Catholic Schools.
- **Proper Fundraising Technique and Plan** – A disciplined approach to engaging and soliciting registered families through the execution of a well-structured campaign plan and timeline will better position Lourdes Academy for a successful campaign and future.

CAMPAIGN GOAL, COMMUNICATION, AND RECOMMENDATIONS

- Bishop David Ricken has approved moving forward with a capital campaign to support uniting all Lourdes Academy schools onto one expanded and renovated campus.
- The ultimate monetary goal of the campaign will be determined by the community’s ability to secure early leadership type gifts that will set the pace for giving.
- Transparency and engagement will be essential to the campaign’s success. Time should be allocated to review feedback from the study, and to engage school and parish leaders.
- **Changing our World recommends a baseline goal of \$6 million and a challenge goal of \$8 million.** This will be reviewed and revised as necessary, based on the success of early visits with top prospects.
- Lourdes Academy also has \$1.5 million in an existing building fund that will be used toward this project.
- The Diocese of Green Bay recognizes the importance of having a strong Catholic school system in Oshkosh. With that in mind, Bishop David Ricken has decided, given the importance of strengthening Lourdes Academy and the local parishes of Oshkosh, it is in our best interest for the Diocese of Green Bay to not accept any money from the parish and school one by One campaign in the Oshkosh community. All campaign funds will go to the needs of the parishes and the Lourdes Academy school building project, as well as the long-term financial viability of Lourdes Academy.
- Changing Our World recommends that Lourdes Academy and all parishes in the region move forward as part of the broader diocesan-wide one by One campaign to build a new regional school.

* See attached FAQ.

