

# Summary of Steier Group Campaign Planning Study Final Report

## PARTICIPATION

- 71 personal interviews with St. Austin Parish's leaders and potential top donors.
- 181 mail and online survey responses collected from St. Austin Parish's current parishioners.

## OVERALL OBSERVATIONS

- The St. Austin community knows it needs to raise money to address pressing safety concerns over the buildings current conditions
- The majority of parishioners understand the fiscal needs of the parish and how aggressively paying down debt will alleviate the strain on the current St. Austin annual budgeting and ministries
- St. Austin parishioners are proud of their parish and want the renovations to be done properly and with fiscal oversight of their gifts

## CAMPAIGN SUPPORT

- 91% of respondents are personally in favor of a capital campaign.
  - 100% of personal interview participants are in favor.
  - 88% of mail and online respondents are in favor.
- 83% of respondents indicated that they will make a personal gift to the campaign.
  - 97% of personal interview participants will make a gift.
  - 77% of mail and online respondents will make a gift.
- 57 respondents indicated that they would serve in a leadership position and assist with the solicitation of gifts for the campaign.

## KEY RECOMMENDATIONS

- Father Chuck and the St. Austin leadership should share the results of the study with all parishioners through traditional and digital means as soon as possible.
- St. Austin leadership should consult with the Diocese of Austin for approval of a campaign and the amount of debt to be serviced by this campaign.
- The parish leadership and their committees tasked with oversight and supervision of the project should consult immediately with Sixthriver architects to finalize the plan, secure renderings and estimate costs.
- St. Austin should work with the Steier Group to design a comprehensive communications plan, include a strong digital media component that will educate parishioners as well as UT alumni on the benefits of the projects to be funded by the campaign.
- St. Austin leadership and the Steier Group should begin identifying and recruiting a strong, diverse leadership team to work on the capital campaign. This team should have membership from the Pastoral counsel, Finance counsel, Family and friends of the St. Austin School and other ministries that contribute to the success of St. Austin and the Paulist missions.