

Important Questions when Considering a Parish Capital Campaign

General Parish Project and Campaign

Why are funds needed, what is the project and why has it become a priority now?
How was the need for this project determined? How many parishioners are 100% behind it?
Have any changing demographics and other needs in the parish been taken into account?
Have both long term and short term parish needs and plans been considered?
When is the project needed, how long will construction take, how soon are the funds needed?
Has the parish conducted any previous campaigns? If so, how much was raised and collected?
What projects did the campaigns support? Were the campaigns successful?
Were parish circumstances different then than now? What about the community or economy?

Campaign Leadership

How long has the pastor been at the parish? Is he an effective leader?
Can he motivate parishioners to get involved and encourage everyone to participate?
Has the pastor been involved with plans from the beginning of the discussion of needs?
Does the pastor have experience with finance, administration, or construction?
Has the pastor conducted a successful capital campaign in the past?
Is the pastor willing to make a personal "ask" for major financial gifts?
Will the pastor make the time needed to achieve the campaign potential?
Does the parish have enough capable lay leadership to implement a successful campaign?
Will these parishioners devote the time needed to achieve the campaign potential?
How many very active parishioners does this parish have, as a percentage of the size of the parish?

Diocesan Guidelines for Project and Campaign Approval

Has the pastor and leadership met with the diocesan construction office and finance office?
Has the parish received permission from the bishop for the project concept? To conduct a campaign?
Have you researched the regulations regarding borrowing funds: how much can the parish borrow, what the repayment terms are, responsibility for the annual appeal (PSA), etc?
What amount of money is needed prior to breaking ground?
Have you contacted an architect and a contractor yet? Are they diocesan approved?
Are you aware that the OCF should approve a contract with a fund raising firm?
How does this campaign fit into the overall financing of the proposed parish project (use of debt financing/reserves.)
If the campaign does not achieve its goal, what is the alternative plan to fund your campaign project?

Financial Potential

How much does the parish have in savings? Is there any parish debt?
What is the anticipated cost of the project?
What are the five year projections for operations and maintenance?
Is money available for a loan? How much?
Does the parish have the ability to pay off a loan in the required time frame?
When was the last parish census? Are parishioner records accurate and complete (phone numbers?)
What is the regular Sunday offertory income? What are the Easter and Christmas collections?
How many parishioners receive offertory envelopes? How many regularly use them?
Do you keep records of checks received weekly from parishioners who do not use envelopes?
Has the parish introduced Sacrificial Giving or been actively promoting Stewardship? How?
What are the demographics of the parish: age, marital status, culture/ethnic, economic, etc.?
Besides the annual appeal (PSA), and the eight special collections required by the diocese, does the parish take any other special collections, conduct any fund raisers or special mini-campaigns?
How much does the parish leadership think can be raised?
Are 20% of households giving 80% of the total offertory? What is the breakdown in your parish?

Status of Parish PSA and FCF Campaigns

Did your parish meet its 2015 PSA campaign goal in cash?

How many donors did you have for the 2015 PSA?

What is current status of 2016 PSA?

How many donors so far in 2016?

How many parishioners have outstanding For Christ Forever pledges?

What is the total amount still outstanding for those pledges?

How many are past due on their FCF pledges?

What is the amount of FCF write-offs for your parish?