



## Old St. Patrick's

E-Survey Results May 2025



OLD ST. PATRICK'S

In March 2025, Old St. Pat's partnered with CCS Fundraising to conduct an e-survey. The goal was to explore the potential for a future capital campaign that would support our mission and preserve the Old St. Pat's legacy. The Old St. Pat's Community participation exceeded all expectations with 2,353 online survey responses. This process tested potential projects and messaging and provided feedback to help inform campaign and philanthropic targets. As a reminder the funding priorities included:

- o **Create a sustainable future** by thoughtfully developing our Monroe Street footprint to support mission-driven initiatives and generate revenue.
- o **Preserve our sacred spaces** so that future generations can continue to encounter Christ within the beauty of our historic church.
- o **Innovate and invest in ministry and outreach** to deepen faith formation, strengthen social action, and foster belonging in new and meaningful ways.
- o **Secure our legacy** through endowments that will sustain our mission and ensure long-term vitality
- o **Strengthen the broader Catholic community** by supporting renewal, outreach, and care for those who have dedicated their lives to ministry.

The study provided valuable insights into how our community views a potential campaign. The following highlights key findings about the strength of the case for support, interest in campaign leadership and involvement, enthusiasm among committed donors, and the path ahead.

### REACTION TO THE CASE

Old St. Pat's received overwhelming support for the campaign and its proposed plans. **Both interviewees and e-survey respondents cited all Old St. Pat's concepts as high priorities.** Interviewees understood the importance of strengthening the wider Catholic Community, but did not rank this as a top priority.

A majority of participants believed that further clarity and visualization around the campus vision, alongside refinement of the case statement, would inspire additional support.

## SUMMARY OF FINDINGS

- One of Old St. Pat's most noted strengths was the incredible preaching, music, and liturgy, closely followed by the warm, welcoming community.
- **44%** of e-survey respondents noted that Old St. Pat's ranks highly in their philanthropic priorities.
- Philanthropic support for this campaign is very strong **94% of e-survey respondents indicated they will or would consider making a personal gift to the campaign.**
- **Nearly 10% of respondents** indicated that Old St. Pat's part of their estate plans or would like to find out more about adding Old St. Pat's
- Old St. Pat's has an incredible community that is ready and willing to volunteer - **over half of the participants said they would consider volunteer involvement**, such as serving on a committee or hosting events to raise awareness about the campaign.
- Old St. Pat's received enthusiastic support for the campaign and its proposed plans. **83% of interviewee participants believed that now was the time to move forward with planning a campaign.**

## KEY RECOMMENDATIONS



### Launch a Campaign

After a period of case refinement and strategic vision planning, Old St. Pat's should transition to campaign planning and activation for the outlined priorities moving forward.



### Refine The Case For Support

Given the positive reception of the key priorities tested, Old St. Pat's should engage volunteers to continue crafting a compelling case for support. This should expand on projects like the Monroe Street footprint and articulate a clear vision for the future.



### Identify And Recruit Campaign Leadership

Begin recruiting a Campaign Leadership Team, in partnership with Old St. Pat's leadership and staff. Old St. Pat's will recruit additional members to help launch additional volunteer teams.



### Prioritize Donor-Centric Strategies

Develop opportunities to cultivate and steward the many Old St. Pat's communities, such as the livestream and young adult audiences, and long-term members.

## NEXT STEPS

CCS is pleased to provide this executive summary of the feasibility study conducted on behalf of Old St. Pat's. Thank you for sharing your time, guidance, and insights as part of this planning process. Old St. Pat's looks forward to staying in touch with interviewees as additional plans develop. **Questions regarding the e-survey and future campaign should be directed to Ann McNamara 312.798.2355 or [annm@oldstpats.org](mailto:annm@oldstpats.org)**