

# Pre-Campaign Study Report

## St. Francis of Assisi Parish

Springfield, PA



Presented by:  
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**RUOTOLO**  
**ASSOCIATES**  
PHILANTHROPIC COUNSEL SINCE 1979

## Executive Summary

- With a careful process of identification and cultivation of major gift prospects, **Ruotolo Associates believes that St. Francis of Assisi can raise \$2.75 – \$3.25 Million** for a Capital Campaign over a three-year period.
  - Through personal interviews, a focus group, and survey responses, **indications of support totaled \$1,038,053 – \$1,526,998** from 157 families.
  - The **average gift size indication** through personal interviews, focus groups, and survey results totaled **\$6,612 – \$9,762**.
  - The **largest indication** of support was in the range of **\$75,000 - \$90,000**.
  - **81.9%** of participants indicated that they **would financially support a capital campaign**, in addition to their ongoing support of the parish.
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- Overall, SFA is perceived as a warm community that is growing, welcoming, close-knit and as a pillar of Springfield.
  - Approximately **85.4%** of participants believe the **Statement of Need accurately reflects the needs of the parish**.
  - **93.9%** of participants ranked **their level of support** of the **Statement of Need** at **7 – 10**.
  - **97 families** (58.4%) indicated that they would be **willing to volunteer** their time and efforts to support the campaign.