

EXECUTIVE SUMMARY

The following is an executive summary of the key findings and feedback received through focused conversations over the course of the past six weeks. The study was designed to measure the Tyler Catholic School Foundation’s capacity to launch a \$9 million campaign in support of:

- INCREASING TUITION ASSISTANCE
- EXPANDING THE MASTER TEACHER PROGRAM
- CAPITAL RENOVATIONS

The focus of this summary is to report back the aggregated findings learned throughout the study. The following key findings and corresponding recommendations are the results 41 personal interviews with the Catholic community and school families, and more than 260 e-survey responses in which additional families were invited to share their feedback. CCS would like to acknowledge the generosity of the interviewees who gave their time and insight to ensure meaningful study results. We would also like to express our sincere appreciation for the support provided throughout the study process by the Tyler Catholic School Foundation’s leadership, staff, and stakeholders.

Case, Leadership, Prospective Donors, and Plan

In CCS's experience, successful fundraising campaigns are built upon four pillars: a compelling case for support, volunteer leaders willing to advocate for the cause, committed prospective donors willing to consider gifts, and an organized plan for fundraising. The following information outlines key findings in each of these areas.

KEY THEMES

CASE FOR SUPPORT

- 83% of interviewees and 68% of e-survey respondents had a “Very Positive” or “Positive” response to the campaign plans
- The Master Teacher program at Bishop Gorman and increasing tuition assistance were cited as the most pressing needs
- Deferred maintenance and facility upgrades at both schools were identified as additional elements to consider within this campaign

CAMPAIGN LEADERSHIP

- 60% of interviewees indicated that they would serve in either a leadership capacity or on a campaign committee
- 17% of e-survey respondents would consider participating in a leadership or volunteer role
- Interviewees stressed need for the Diocese and School leaders to play an active and involved role throughout the campaign

PROSPECTIVE DONORS

- 75% of interviewees stated they would give a gift to the campaign
- 35% of e-survey respondents indicated they would give a gift
- Self-indicated gifts during the interview process produced a range of \$420,000 - \$615,000
- Self-indicated gifts during the e-survey indicated a total of \$691,500

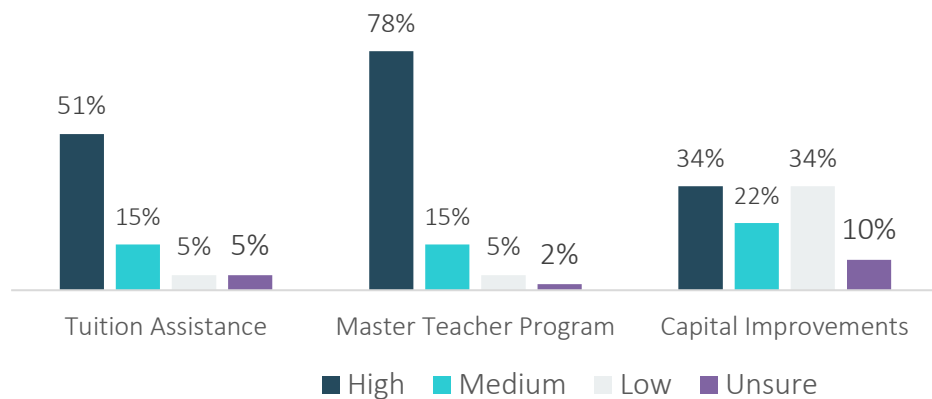
FUNDRAISING PLAN

- Nearly 53% of interviewees and 31% of e-survey respondents felt that a goal of \$9 million was realistic
- 65% of interviewees and 58% of e-survey respondents indicated that now is the right time to move forward with a campaign while only 25% and 28% respectively were “Unsure”

CASE

In totality, the majority (83%) of those who participated in an interview had a positive reaction to the campaign projects. Many interviewees noted some projects have a higher urgency than others and offered that projects may need to be addressed in a phased approach. The need for transparency and specificity in the areas of project costs, impact, vision, timeline, and rationale was highlighted throughout the study.

PROJECT PRIORITIES*



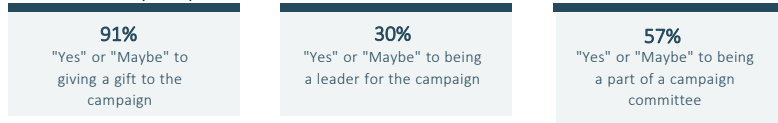
THE MASTER TEACHER PROGRAM WAS IDENTIFIED AS THE MOST PRESSING NEED.

Following closely behind in terms of prioritization was increasing tuition assistance funds and the lowest on the priority list was capital renovations at St. Gregory. It was shared that recruiting and retaining the best teachers will help with enrollment and tuition costs, which could yield future funds to support renovations at both schools in the long term.

*Data represented here only includes prioritization from strategic conversation participants

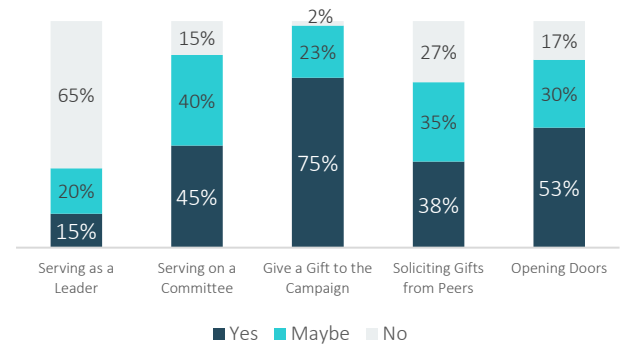
LEADERSHIP

A critical component of a successful campaign is having invested leaders at the forefront advocating for the campaign. In total, responses from study participants at Tyler Catholic School Foundation are in-line in every area of potential campaign engagement when compared against CCS's benchmark data from similar studies. To the right, you will see results for each category for those who participated in an interview, below are the results from e-survey respondents.



The graphic above reflects data from the e-survey only

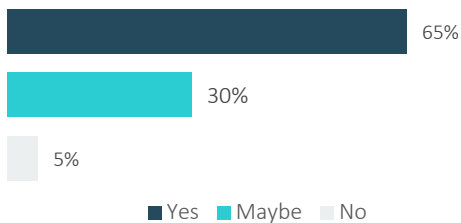
POTENTIAL INVESTMENT: INTERVIEW DATA



The chart above reflects data from interviews only

PROSPECTIVE DONORS

WOULD YOU GIVE A GIFT TO THE CAMPAIGN?

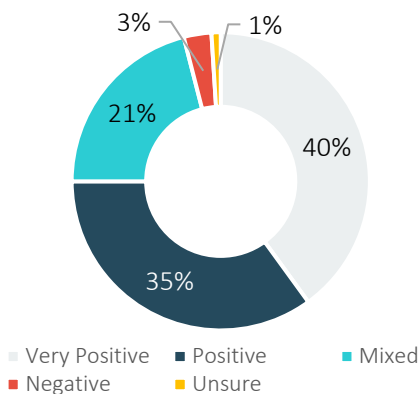


The chart above reflects data from interviews and the e-survey.

55% OF INTERVIEWEES RANKED TCSF AS THEIR HIGH OR HIGHEST PHILANTHROPIC PRIORITY, WHEREAS 76% OF INTERVIEWEES RANKED THE SCHOOLS AS THEIR HIGH OR HIGHEST PRIORITY.

From both interviewees and e-survey respondents 95% indicated they would consider giving a gift to the campaign. When asked to give a gift indication, 26 interviewees indicated a cumulative range from \$420,000 - \$615,000. For the 268 e-survey respondents that gave a gift indication, indications totaled up to \$691,500. In total, the combined gift range detailed in this study was \$1,111,500 - \$1,306,500 for possible gifts toward the campaign.

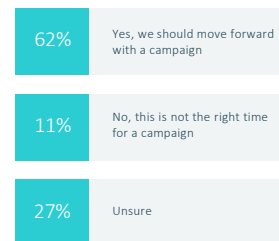
PLAN



The chart above reflects data from interviews and the e-survey.

Interviewees and e-survey respondents indicated a positive view of the campaign projects with 75% having a "Very Positive" or "Positive" view of the proposed plan, with those who had a mixed or negative reaction citing the need for further specificity for each project cost and impact. Forty-two percent (42%) of interviewees indicated \$9MM was an achievable goal, while 43% were unsure. However, many noted the current physical and financial environment brought on by the war in the Ukraine may play a role in determining the best timing and campaign goal.

WHEN ASKED ABOUT THE CAMPAIGN TIMING, SURVEY RESPONDENTS SAID:



KEY RECOMMENDATIONS



LAUNCH A \$4+ MILLION CAMPAIGN IN SPRING 2022

- Focus on raising a minimum of \$4MM to support the Master Teachers program, increasing Tuition Assistance and manageable capital improvements.
- Execute a phased approach to the campaign over the course of 12-months including two months of planning to develop campaign collateral



REFINE THE CAMPAIGN PLAN

- Build a campaign case that offers transparency and insight on project costs, impact, timeline, overall rationale, and vision
- Educate the school families and community at large about the campaign through videos, informational meetings, or announcements



CREATE A PHASED APPROACH STRATEGY

- Determine committee(s) structure and make-up
- Develop a strategy to engage the Catholic community and school families in a thoughtful and personalized way



RECRUIT LEADERSHIP & STRENGTHEN RELATIONSHIPS

- Identify and recruit campaign co-chairs and key volunteers for a campaign committee
- Strengthen relationships with school families through intentional outreach