



M & M International Inc.
Consulting Services

Faith Based Funding Services

Our Lady of Sorrows Parish & Archdiocese of Toronto

Toronto, Ontario

Planning Study Questionnaire/Discussion Stimulant

Strictly Confidential

Interviewee: _____

Mass Attends: _____

Address and Phone: _____

Interviewer: _____

Date: _____

Section I - Background

1. How many years have you been associated with OLS?

2. In your opinion, what are the 3 greatest strengths of OLS?

I. _____

II. _____

III. _____

3. In your opinion, what are the 3 greatest weaknesses of OLS?

I. _____

II. _____

III. _____

4. What is your personal opinion of the Archdiocese of Toronto?

Very Good	Good	Poor	No Opinion

Comments:

5. How do you think others perceive the Archdiocese?

Very Good	Good	Poor	No Opinion

Comments:

Section II – The Case

6. Before this feasibility study, were you aware of the financial needs in connection with the repairs and renovation requirements at OLS?

Yes	No	Somewhat

7. **Before this feasibility study, were you aware of the financial needs in connection with the Archdiocese of Toronto?**

Yes	No	Somewhat

8. **Are you generally supportive of the plans outlined in the material provided to you?**

Yes	No	Somewhat

Comments:

9. **In your opinion, would parishioners support a fundraising campaign at OLS based on the material sent to you?**

Yes	No	Maybe

10. **Please tell us whether the priorities outlined in the materials are important or not to you. (Highly, Mildly or Not Supportive)**

	Restore - Building Condition Report (2010)	Highly	Mildly	Not
1	Architecture - Basement (lighting, ceiling, repainting, lowering aisle floors, storage area); Exterior and Nave/main floor			
2	Electrical - Infrastructure (incl. fire alarm and emergency lighting); New lighting Nave			
3	Flat Roof Repairs			
4	Organ - cleaning and repairs			
5	New Elevator to replace lift (new construction)			
6	New barrier free side entrance on Cliveden			
	Renew - New Construction - East side	Highly	Mildly	Not
1	Accessible washroom on lower level			
2	Roof top garden / green space			
3	Additional meeting and storage space - lower level			
4	Removal of carpet in sanctuary, refurbish floor and doors			
	Archdiocese of Toronto	Highly	Mildly	Not
1	Supporting our priests			
2	Forming our youth			
3	Enhancing our Physical Assets			
4	Fostering Evangelization			
5	Strengthening our Social Ministries			

11. Are there other needs OLS should address in a fundraising campaign?

Yes	No	Maybe

If yes, which ones?

12. Are there other needs the Archdiocese should address in a fundraising campaign?

Yes	No	Maybe

If yes, which ones?

13. Would you be prepared to support a financial initiative in the parish that included the archdiocesan needs as outlined?

Yes	No	Uncertain

14. In your opinion, would parishioners at OLS parish support a financial initiative in your parish in support of the Archdiocese?

Yes	No	Uncertain

15. Do you think that an initiative of this kind is the best method to raise the \$4.7 million necessary for both levels of the church – parish and Archdiocese?

Yes	No	Uncertain

16. If not, what other methods would you recommend?

- i. _____
- ii. _____
- iii. _____

17. How would you rate this campaign within your own philanthropic giving priorities?

High	Medium	Low

18. How would you rate only the OLS portion of the campaign within your own philanthropic giving priorities?

High	Medium	Low

Section III – Leadership and Volunteerism

19. Could you suggest the name(s) of individuals(s) you feel would bring strong leadership to any fundraising initiative at OLS?

20. Would you personally serve on a committee to help organize and implement a campaign for OLS?

Yes	No	Maybe

21. Would you be willing (with proper training) to visit other parishioners in a fundraising situation?

Yes	No	Maybe

Section IV. – Money and Gifts

22. Would you personally make a financial contribution to a fundraising campaign based on the materials sent to you?

Yes	No	Maybe

Comments:

23. If yes, and without making a commitment, where might you fit in this gift chart over a five-year pledge period? (Circle the letter most appropriate)

	Total Gift (5 years)	Annually	Quarterly	Monthly	Weekly	Daily
A	\$2,000,000	\$400,000	\$100,000	\$33,333	\$7,692	\$1,099
B	\$1,000,000	\$200,000	\$50,000	\$16,667	\$3,846	\$549
C	\$500,000	\$100,000	\$25,000	\$8,333	\$1,923	\$275
D	\$250,000	\$50,000	\$12,500	\$4,167	\$962	\$137
E	\$100,000	\$20,000	\$5,000	\$1,667	\$385	\$55
F	\$50,000	\$10,000	\$2,500	\$833	\$192	\$27.47
G	\$25,000	\$5,000	\$1,250	\$417	\$96	\$13.74
H	\$10,000	\$2,000	\$500	\$167	\$38	\$5.49
I	\$5,000	\$1,000	\$250	\$83	\$19	\$2.75
J	\$2,500	\$500	\$125	\$42	\$10	\$1.37
K	\$1,000	\$200	\$50	\$17	\$4	\$0.55

Above \$2.0M over the 5-year pledge period Amount \$ _____

Below \$1,000 over the 5-year pledge period Amount \$ _____

Specific amount or bequest amount Amount \$ _____

24. Major gifts would be an important part of this financial initiative. Are there people in your parish capable of making a \$25,000 pledge over a 5 year period?

Yes	No	Uncertain

25. Can you identify a few of them for me?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

26. The identified OLS and Archdiocesan needs total \$4,700,000. Do you believe that OLS has the ability to raise that much money in a financial stewardship initiative?

Yes	No	Uncertain

If no, what is a realistic goal in your opinion?

\$ _____

Section V. – Other

27. In terms of launching a campaign, what do you see as the top 2 or 3 major challenges that the parish will face?

- 1. _____
- 2. _____
- 3. _____

28. Do you have any suggestions as to what should be done to ensure the success of a fundraising campaign?

29. In your opinion, should OLS launch a fundraising campaign in support of this case?

Yes	No	Maybe

Comments:

- 30. Do you feel that, in a fundraising campaign, the parishioners should be able to make gifts in memory of someone or to honour someone?**

Yes	No	Maybe

Comments:

- 31. If “yes” what kind of recognition would be appropriate?**

- 32. Have you left a gift to OLS in your Will?**

Yes	No

- 33. Would you consider leaving a gift in your Will to OLS? (only answer if “NO” above)**

Yes	No	Maybe

- 34. Would you consider Automatic Debit (PAG) or Credit Cards as a payment option of your fundraising campaign pledge?**

Yes	No	Maybe	Already do

- 35. Would you consider the Automatic Debit (PAG) option or Credit Cards for your regular offerings?**

Yes	No	Maybe

