



Thank you for participating in this critical planning study that will allow us to prepare for a successful campaign. Your input has been extremely beneficial and will help to ensure the renewal of the Mt. Claret Retreat Center chapel.

PARTICIPATION



51 Personal Interviews



36 Mail, Online and In-Pew Surveys



18% of Mt. Claret's Database Participated



of respondents are in favor of a campaign.



Interview respondents who will make a gift/pledge



16 respondents indicated that they would serve in a leadership or volunteer position

OBSERVATIONS

- ♦ Most patrons of Mt. Claret are supportive of the project. Many supporters recognize that no improvements have been done to the chapel for a long time although there has been development to other areas of campus. There is consensus that the project is modest in scope and "doable".
- ♦ Mt. Claret has a wide reach across the Diocese of Phoenix. It is the meeting place of many ministries and groups that want to take advantage of its central location, not to mention the serenity and beauty.
- ♦ It is clear that Msgr. McMahon's legacy continues to drive donor interest and support of the center. Tom McGuire, Director, knows the community well, has established a lot of trust for the direction of Mt. Claret, and has done an exemplary job of developing the facilities during his tenure.



RECOMMENDATIONS

Members of the Steier Group reported their findings and recommendations to our finance and advisory boards on December 19, 2019. From the observations made and the responses to the survey questions provided by respondents, the Steier Group provided the following recommendations:

- ♦ The Center should consider setting tiered goals to recognize fundraising milestones during the campaign.
- ♦ Leadership should capitalize on the strong number of individuals/couples who indicated they are willing to assist with a campaign to serve on the campaign cabinet.
- ♦ Visits should be arranged with those who expressed an interest in supporting the project if there are some modifications to the design.
- ♦ Clearly illustrate how campaign funds will be used and how this campaign will impact the future of Mt. Claret Retreat Center. Draw on the Center's tremendous legacy and spirituality as themes.
- ♦ Offer targeted cultivation events for a wide array of supporters to share the vision of Mt. Claret. Seek opportunities to engage retreat ministries and other groups that utilize the facilities including associations, schools and neighboring parishes.
- ♦ This campaign could be an impetus to jumpstart a planned giving program. Several donors expressed an interest in learning about planned giving vehicles to leave a legacy to Mt. Claret.

NEXT STEPS

After taking time to review the planning study report, discussions amongst the Finance and Advisory Councils, and in consultation with the office of Mission Advancement for the Diocese of Phoenix, we made the decision to move forward with a capital campaign. We have retained the Steier Group to develop a comprehensive communications plan, finalize campaign goals, recruit and train leadership, and create all campaign materials.

The solicitation phases will occur throughout Spring 2020, and supporters will be encouraged to make a three-year commitment (pledge) to the effort. All benefactors, friends and retreatants will be offered an opportunity to participate in our campaign to strengthen Mt. Claret's legacy and renewal of our chapel.