



Dear Friends of Holy Cross,

The following summary report represents the essential findings and evaluations of the personal interviews, paper surveys, and Internet surveys, from our constituency throughout the country. As you know, the purpose of the study was to determine the feasibility of a major fundraising campaign that would provide necessary support for Holy Cross international missions; vocations, education and advanced studies of Holy Cross Priests; and aid in caring for Holy Cross religious.

FINDINGS

- **Longstanding and Strong Relationships:** 98% of interviewees described their relationship with Holy Cross Priests as existing for at least 11 years, with more than 75% describing it as existing for 25 years, or longer.
- **Philanthropic Priority:** Two-thirds of the participants (66%) describe the Province's mission as a "medium" to "very high" philanthropic priority. However, less than half (45%) have made gifts to the Province. The most common reason cited for lack of support was not having been asked.
- **Strongly Supported Case Elements:** 85% of the participants indicated support for educating and providing advanced study opportunities to Holy Cross Priests as a "medium" to "high" priority. 77% of participants indicated a "medium" to "high" priority for caring for religious. Less than half (42%) of the participants indicated a "medium" or "high" priority for international missions, but several mentioned it remained a worthy case element and should be considered for a campaign.
- **Other Areas of Consideration:** Most participants recommended that a stronger emphasis be placed on providing resources for vocations in the U.S.
- **A fundraising Campaign is Supported:** Nearly 90% of participants supported the notion of a campaign and indicated a willingness to make a gift.
- **Lack of Clarity Between Province and Universities:** 93% of participants indicated a lack of clarity or delineation between the University's funding (University of Notre Dame and/or University of Portland) and that of the Province.
- **Stronger Communications Plan:** 71% of participants indicated the Province's effectiveness in communicating its mission to its constituency as "average" or "needs improvement".
- **Uncertainty in Raising \$30 million:** 70% of participants indicated a level of uncertainty in attaining \$30 million in one campaign. Other suggestions cited included lowering the goal and/or staging fundraising. Most respondents indicated a strong desire to see the Province conduct a successful (over-goal) campaign.
- **Strong Potential for Leadership:** 45% of the lay participants said they would help lead the campaign and 40% indicated a willingness to solicit gifts for the campaign. Approximately half (48%) of the Holy Cross Priests interviewed or surveyed also indicated a willingness to solicit support.

- **Other Important Advice was Received:** launch an attainable campaign goal; tighten the case; collaborate with the universities; involve Priests in the solicitations; begin organizing immediately.

EVALUATIONS

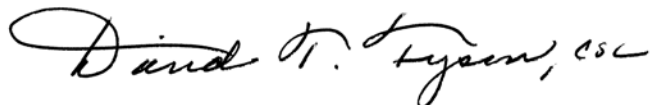
- Constituents hold the Province in high regard and many have personal, long-standing relationships with many Holy Cross Priests.
- The conduct of a campaign is feasible, and all case components are very well supported.
- The Province will face challenges in: differentiating its case from the Universities' and other community or apostolate needs to establish a higher giving priority; securing multiple seven-figure gifts needed to raise \$30 million; building a national infrastructure of donors and volunteers; and overcoming a low profile and lack needs-based awareness.
- The Province will enjoy tremendous rates of participation from its constituents, and an overall willingness to advocate, lead and solicit from both lay constituents and members of Holy Cross.
- An adequate pool of potential donors and leaders exists, but continued education and cultivation is important to further understanding of the importance of the case.
- It is important for the goal to be challenging, but also achievable. Current gift indications support a more modest goal.
- A campaign should build upon the momentum created by the study and move expeditiously forward to maintain and build benefactor relations and interest.

CONCLUSION

The Priests of Holy Cross, Indiana Province has elected to further pursue the potential and strategy of conducting a fundraising campaign. Your leadership, insight and support have been crucial in this early fact-finding process. It is our sincere hope that leaders, like you, will continue to support this process as it evolves. More information will be forthcoming in the months ahead. In the interim, if you have any additional advice or suggestions please call the Province Development Office at (574) 631-6731.

Thank you for the investment you make in Holy Cross. The prayers of our family are with you and yours. God Bless!

In Holy Cross,



Rev. David T. Tyson, C.S.C.
Provincial Superior
Priests of Holy Cross, Indiana Province