

**OUR LADY OF MERCY PARISH**  
**Pre-Campaign Feasibility Study**  
**Frequently Asked Questions**

**1. What is a feasibility study?**

A feasibility study is a thorough and detailed assessment of a parish community's willingness and capacity to move forward with a capital fundraising endeavor.

**2. Why do we need a feasibility study?**

It is imperative for any parish that wishes to have a capital campaign to raise funds for major capital improvements to conduct a feasibility study to determine if parishioners are willing and able to support it. The final report will be used to validate the proposed projects and legitimize the effort amongst our parish community.

**3. What types of questions are asked?**

Ultimately, the feasibility study tells us who we are as a parish. Topics will include the strengths and weaknesses of the parish and its leadership, receptivity toward the proposed projects, willingness to make a pledge commitment and willingness to volunteer for the campaign.

**4. Who participates in the feasibility study?**

EVERY parish family will be given a chance to participate. Some families will be asked to participate in one-on-one interviews or focus groups and ALL families will be asked to complete a brief electronic/in-pew survey in June.

**5. Why are some families asked to interview?**

Families that have been parishioners for a long period of time or are involved in ministries are asked to interview because they are generally able to provide thorough and detailed information about parish history, current parish issues, and are usually able to properly evaluate necessary leadership potential in a capital campaign.

**6. Who is conducting the feasibility study?**

Ruotolo Associates, a philanthropic consulting firm based in Englewood Cliffs, NJ, with over 40 years of experience working with Catholic organizations, many of which in the Diocese of Metuchen, has been retained to conduct the study. We determined that Ruotolo Associates' methodology best matched the needs of our parish community.

**7. How long will the feasibility study take and will we see the results?**

The feasibility study will be conducted in June and July. After the final report is presented, we will publish the results on our website and provide an update on the status of the capital campaign.