

**Our Lady of Mercy Church**  
**Park Ridge, NJ**

**Pre-Campaign Study Report**

**Methodology:**

- Ruotolo Associates was retained by Our Lady of Mercy Church in March 2022 to conduct a Pre-Campaign Feasibility Study.
- The parish consists of 2,997 registered families, of which about 28.1% (842) are considered “active”
- In total, **131 families participated** in the study. This translates to a **15% participation rate**.
- Forty-three (**43**) **personal interviews** were conducted which included a total of 61 individuals (18 couples).
- **Three focus groups** were held — **24 families participated** (27 individuals - 3 couples), all 24 submitted surveys.
- All parish families were invited to participate in a survey, either in-pew or online. There were 44 responses on the e-survey, and 20 responses to the in-pew survey, for a total of **64 survey responses**.

**Executive Summary:**

- 90.7% of parishioners interviewed, 100% of focus group participants, 94.4% of those who completed the in-pew survey, and 79.6% of those who completed the e-survey, felt that communication has been good at Our Lady of Mercy Parish. Of all the families that participated in the study, **91.2% feel that communication is good** in the parish.
- Interview, focus group, in-pew survey, and e-survey participants were asked if the **Statement of Need accurately reflects the needs** of Our Lady Mercy Church. **89.0%** of respondents indicated “Yes”; 1.2% indicated “Somewhat”; 4.8% indicated “Not sure”, and 5.0% indicated “No”.
- 97.7% of parishioners interviewed, 79.1% of focus group participants, 85% of those who completed the in-pew survey, and 90.9% of those who completed the e-survey indicated that they **would financially support a capital campaign** as it was presented to them in the *Statement of Need*; this translates to a total of **88.2% of participants**.
- With a careful process of identification and cultivation of major gift prospects, Ruotolo Associates believes that Our Lady of Mercy Church should set a goal in the range of **\$1,375,000–\$1,837,500 for the Capital Campaign**.