



# DIVINE MERCY P A S T O R A T E

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## FEASIBILITY STUDY EXECUTIVE SUMMARY

This feasibility study marks the first attempt to define the vision within the pastorate model and to lead with a pastorate-wide value proposition.

A comprehensive assessment of all feasibility data indicates Divine Mercy Pastorate (DMP) is not currently positioned to successfully pursue a \$25M capital campaign goal for the tested St. John Paul II (JP2) Campus.

- Prospective donors struggled to understand or connect with the current project's vision and narrative. The data suggests the tested vision and goal are not feasible.
- MaxEx cannot confidently state a feasible campaign goal amount at this time, as the current project vision and scope require refinement and recalibration to establish a financially feasible and strategically clear pathway forward.

Just because this iteration was not deemed feasible does not mean the campaign's core concepts and goals are unworkable in alternative approaches.

- MaxEx sees two potentially viable paths for leadership to consider: one more ambitious, centered on diocesan impact; and a second, more focused, dedicated to building a JP2 church as a decisive investment in the parish's future.
- MaxEx recommends that DMP adopt one of the two scenarios to enhance feasibility and create viable scenarios in which all or selected components of the vision can be realized.

What matters most now is taking action. Progress is essential.

- All involved parties – DMP, JP2, and the Catholic Diocese of Sioux Falls – have reached a critical juncture where decisive action is necessary.
- Over the years, the project's vision has evolved, but no tangible progress has been achieved, according to study participants.
- Standing still is not an option as it risks further disillusionment of JP2 and essential gains for the Diocese.

In any future capital effort, success will be dependent on:

- A strong, multi-faceted, and well-managed fundraising strategy.
- A motivated cohort of the right internal and external leaders.
- Adjusting the case statement to better align with study feedback.
- Broadening the audience invited to invest.

## KEY INSIGHTS:

- JP2 has well outgrown its temporary status, and the lack of a permanent sacred space is now an existential threat to the preservation and growth of its parish community.
- JP2 morale is not strong enough to drive motivating energy around a capital campaign.
- The value proposition for anyone not directly connected to JP2 is minimal at best. The rationale that this project is good for the DMP Community is not seen as a sufficient reason to give for those who have no ties to the JP2 parish.
- Those outside DMP understand the big picture better than DMP parishioners.
- Lack of endorsement/support for the pastorate model will make fundraising for any pastorate initiative difficult.
- The Diocese holds a greater strategic stake in this project than previously recognized.
- Finality and clarity are needed in all aspects of the project to allow for forward progress.

## SPECIAL DISCOVERIES:

- Parishioner motivations/values versus DMP's broader vision.
  - Growing the Catholic community resonates more strongly across all participant groups than pursuing an expansive campus. While some participants can connect these two ideas, most perceive the proposed campus as costly and grander than JP2 ever envisioned or than is currently required.
  - JP2 parishioners are not seeking a campus; they are seeking a vibrant, welcoming environment where their children can grow in faith and where they feel a sense of belonging and ownership. They do not want the grand vision to take away from what they would value most.
- Broad parishioner disconnect with the pastorate model.
  - Parishioners feel more loyalty to their individual parish than to the broader pastorate or diocesan vision.
  - No real conflict exists with the tested components. The vision, as presented, simply does not connect personal motivations to the broader campaign goals.
- Phase I excludes the project's broadest appeal.
  - Non-JP2 parishioners find the Parish Hall/Event Space the most compelling part of the project. However, it is slated for Phase 3, which is not included in the Phase 1 \$25M campaign scope tested in the study.
  - This means that the element most likely to motivate giving beyond JP2 and DMP would not be funded or built at launch.



**DIVINE MERCY**  
PASTORATE

