



Client Case Study:

*St. Francis Xavier Parish
Kansas City, Missouri
Fr. Matt Ruhl, Pastor*

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This remarkable parish has a church that was built in the shape of a ark. Though beautiful in design, it had not been updated since its construction. Many of the needed renovation plans were to be behind the scenes and invisible to the parishioners.

This capital campaign was going to be a challenge for three reasons:

- 1) The city had changed around the parish with many members moving to the suburbs.
- 2) Its proximity to the Jesuit college next door gave the parish a unique personality. College students gave the parish an energetic quality; however, students are usually not yet blessed with the capacity to give financially.
- 3) The parish had little success with their annual stewardship campaigns.

Our feasibility study discovered a willingness to embrace stewardship, so we mounted a campaign for both the capital and annual stewardship needs of the parish. Both campaigns met with remarkable success. Pastor Matt Ruhl chose to wear his heralded coon skin cap to announce the effort to bring the facility into the modern age. We increased the number of people who made a pledge to the annual stewardship campaign by 42%, as well as raising over 210% of annual giving for the capital campaign.