THE DIOCESE OF
HARRISBURG

FEASIBILITY STUDY
Final Report Summary

PARTICIPATION STATISTICS

PERSONAL INTERVIEW – INNER CIRCLE
- Completed.....13 (100%)

PERSONAL INTERVIEW – CLERGY
(Includes Pastors and other clergy)
- Completed.....97 (71.9%)
  - Pastors 72 (85.7%)

PERSONAL INTERVIEW – LAY LEADERS
- Completed.....67 (57.8%)

MAIL/ONLINE SURVEYS & LISTENING SESSION
- Mail surveys completed 652
- Online surveys completed 1,347
- Total surveys completed.....1,999 (22.8%)

(54 people joined the virtual and in-person listening sessions. Participants either completed a mail or online survey.)

PRIORITY OF RESPONDENTS

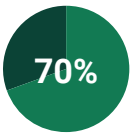
- VOCATIONS.....8.56
- CARING FOR SICK & RETIRED PRIESTS.....7.80
- CATHOLIC EDUCATION.....7.60
- FAITH FORMATION & EVANGELIZATION.....7.37
- CATHOLIC CHARITIES.....6.55
- PARISH INITIATIVES.....6.42
- INVESTING IN DIOCESAN INFRASTRUCTURE.....4.44
- CATHEDRAL RENOVATIONS.....3.74

Scores were calculated by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. The cumulative value for each project was then divided by the number of responses for that project.

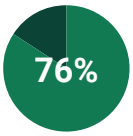
OVERALL OBSERVATIONS

- Bishop Senior, although new to the diocese, has made a positive early impact. He has established visibility across the diocese, is approachable and easy to connect with, and he has earned strong support among clergy. The bishop's willingness to be personally present with clergy and parish communities strengthens unified messaging and early campaign momentum.
- A first diocesan-wide campaign would provide a new platform to engage donors in a long-term vision and identify additional major-gift leadership. The diocese is positioned to launch a major fundraising initiative, supported by experienced professionals who can build enthusiasm through personal connection.
- Diocesan communication is a consistent strength and appears to have improved over time, becoming more helpful and reliable. Regular updates through multiple channels (especially email, letters/mailings, parish bulletins, the website, and publications) make it easier for people to stay informed about diocesan events and activities, and to remain connected across the diocese.

STATISTICAL FINDINGS



of respondents personally favor a capital campaign, including **74%** of lay leaders interviewed.



of respondents indicated they would make a personal gift to the campaign, including **86%** of those interviewed.

respondents indicated they would serve as a leader or volunteer.

respondents reported that they have already included a gift to the diocese or their parish in their estate plans and **222** would like to receive more information about how to do so.

KEY RECOMMENDATIONS

- The Steier Group recommends using the preparation phase and silent phase (which run concurrently) to finalize the campaign's overall goal based on the projected funding potential and feedback shared by donors. The final goal should be aligned with Bishop Senior's vision for the diocese's revitalization and sustainable growth.
- Refine the list of campaign priorities and add more detail about how funds will be allocated and the reasons for choosing to support these areas.
- Securing and maintaining strong support from the clergy will be essential. They should be the first to hear the findings of the feasibility study. Establishing a Clergy Committee will be important to help shape campaign organization and structure.
- The Diocese of Harrisburg's leadership and the Steier Group should start identifying and recruiting a strong, diverse leadership team for the campaign. Secure commitments from key individuals identified through the feasibility study.
- Every parish should take part in the capital campaign. All parish households should be asked to contribute. The Steier Group will create a campaign plan focused on personal, face-to-face visits with donors, including a specific request amount. That being said, we will work with each pastor to customize the campaign plan to fit every parish's specific needs and culture.
- A campaign is a tremendous opportunity to develop the understanding and practice of stewardship. Recognizing all gifts of time, talent, and treasure will be important.

PROPOSED TIMELINE

PREPARATION PHASE
May - September 2026

MAJOR GIFT PHASE
October 2026 - June 2028

PUBLIC WAVES
January 2027 - June 2028

FUNDRAISING POTENTIAL

Based upon the positive results of the feasibility study, the Steier Group recommends that the Diocese of Harrisburg immediately moves forward into the preparation phase of a 30-month campaign beginning May 4, 2026.

The Steier Group projects that the Diocese of Harrisburg will raise **$65 million to $75 million** over the three-year campaign by using the firm's recommended timeframe and approach.