

## Purpose & Process

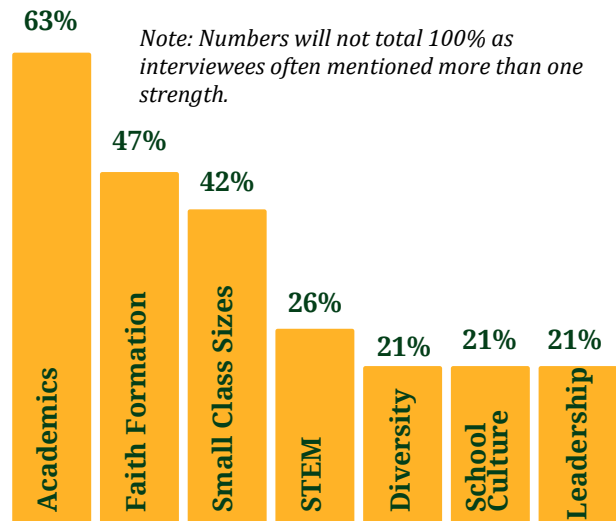
In the Spring of 2024, Bishop Flaget School partnered with Cramer & Associates to conduct a campaign planning study. The campaign planning study aimed to test philanthropic support and gather community feedback on Bishop Flaget School’s vision to build a STEM high school and renovate the existing PreK - 8 school building. A case for support was developed outlining the proposed project plans. Through 1:1 confidential conversations with key Bishop Flaget School alumni, current and former families, and parishioners, a \$12M comprehensive campaign goal was tested. Interviewees were asked a series of questions in a conversational manner, and the findings from the campaign planning study are as follows:

## Strengths of Bishop Flaget School

### What do you see as the greatest strengths of Bishop Flaget School as a whole?

*“BFS is a superior experience for building faith in students. It’s a culture, it’s real, it’s authentic, and it’s put into practice.”*

*“BFS is a place where like-minded parents and children can get a great education, help develop strong morals and values, and help prepare them to flourish in high school. Kids develop confidence, and as parents we’re confident they are good kids enhancing their school community.”*

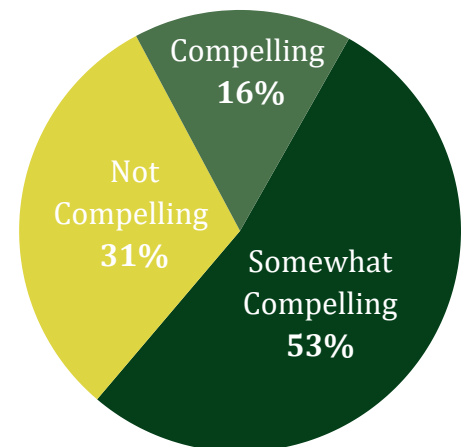


## Perception of the Project

### What are your thoughts about Bishop Flaget’s vision and plans to build a STEM high school?

*“It’s a good plan. I want this high school very badly.”*

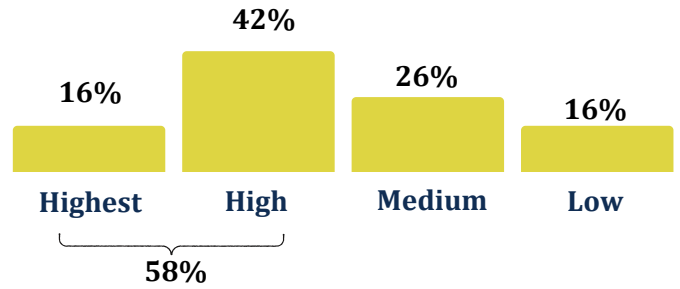
*“We’re happy with the possibility of a high school. It seems like an intelligent way to expand Catholic education in our community. There will be some challenges to overcome with communication and messaging.”*



## Priority of Project

Where would you rank Bishop Flaget's project in comparison to your other charitable priorities?

*"This is the highest priority for us, especially if it helps our youth grow in faith. It's our future!"*

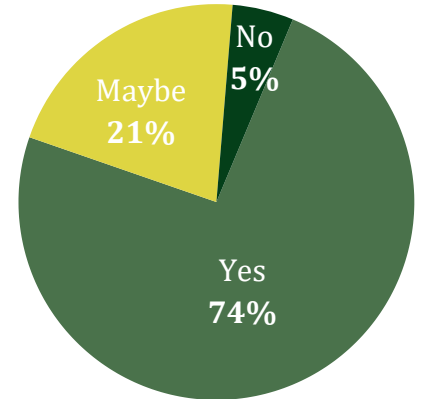


## Willingness to Support the Campaign

Would you consider making a contribution should the campaign move forward?

*"I would absolutely be supportive."*

*"I would give, but I don't have a gift range at this time."*

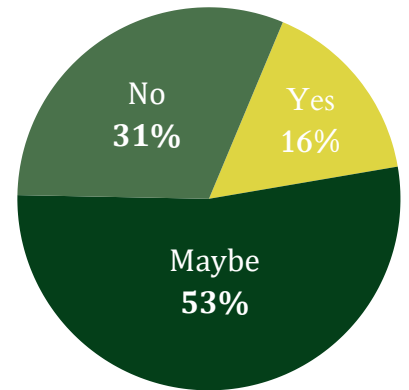


## Fundraising Attainability

Do you feel that there is adequate gift support to reach the \$12 million fundraising goal?

*"I do if the communication is there... I think it's possible, but it won't be a layup shot."*

*"Maybe. The messaging of local control needs to be at the forefront. This is an emotional time for our Catholic community with so much change."*



## Thank You & Next Steps

We are grateful to all in our Bishop Flaget community who participated in this study, sharing candid thoughts and insightful feedback on our vision and plan. Bishop Flaget School is currently in the campaign planning phase of our project, and we look forward to sharing more about the project in the coming months. In the meantime, please reach out to Laura Corcoran with any questions.