



## Diocese of Raleigh: Testing the Case for Growth

A booming Catholic population across the 54 counties it serves throughout eastern North Carolina led the Diocese of Raleigh to pursue a capital campaign planning study in early 2010. Graham-Pelton was pleased to conduct this detailed inquiry on behalf of the Diocese.

With a population growth of 42 percent over the past decade to more than 200,000 parishioners and an even greater increase in the number of unregistered Catholics, the Diocese wished to test the case for a new cathedral and surrounding campus, as well as the fulfillment of local needs for its 77 parishes. Over the course of three months, Graham-Pelton professionals—including several of our top executives—canvassed the 32,000 square miles that comprise the Diocese and provided a voice in the planning to the Diocese's many varied constituents.

In all, our firm conducted 192 personal interviews with current and retired pastors, clergy, and other religious and lay leaders. Seventy-three of the Diocese's 77 pastors were included in the interviews. These face-to-face meetings took place in the parishes, homes and offices where the interviewees live and work in an effort to gain the kind of insight that can only be obtained through candid and detailed conversations. In addition, a mail survey was sent to 2,500 families, of which 801 responded. Their feedback was given the same careful consideration.

Based on our analysis of the case and our extensive experience planning and conducting capital campaigns for religious organizations, we recommended a campaign goal of \$65-\$75 million. That amount supports the construction of key elements of a cathedral campus and addresses local parish priorities, allowing the Diocese as a whole to improve its dedicated service to the pastoral and spiritual needs of its faith community.