PLANNING STUDY EXECUTIVE SUMMARY

STUDY PARTICIPANTS
- Personal Interviews ......................... 80
- Mail/Online Surveys .......................... 115
- Total Participation ............................ 14%

OVERALL OBSERVATIONS
- Hayden is valued among its stakeholders for providing ongoing faith formation rooted in the Catholic tradition for youth both in Topeka and the surrounding communities.
- There is a strong sense of tradition and pride among Hayden’s generational alumni base.
- Parents praised Hayden for safely providing in-person classes and for ongoing communications during the pandemic.
- While there is strong support for a campaign, the majority of respondents indicated the need for Hayden leadership to prioritize the project goals, give them greater definition, and present clearly the anticipated timeline for completion.
- Many expressed support for growing the endowment in order to provide long term funding for tuition assistance.
- Respondents expressed a desire for clear transparency in how funds acquired through this campaign will be managed and applied to the projects presented in campaign literature.

KEY STATISTICAL FINDINGS

- 84% of respondents are personally in favor of a stewardship campaign, including 94% of those interviewed.
- 80% of respondents will make a personal gift to the campaign, including 82% of those interviewed.
- 49 respondents indicated that they would serve in a leadership position.

PRIORITY OF RESPONDENTS*

<table>
<thead>
<tr>
<th>Project</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure Repairs &amp; Upgrades</td>
<td>8.55</td>
</tr>
<tr>
<td>Educational Enhancements</td>
<td>7.5</td>
</tr>
<tr>
<td>Tuition Assistance</td>
<td>7.32</td>
</tr>
</tbody>
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*A score of 7.0 or higher indicates high support.
FUNDRAISING POTENTIAL

- Based upon the positive results of the planning study and to build on its momentum the Steier Group recommends that Hayden Catholic High School immediately moves forward into the preparation phase of a three-year stewardship campaign beginning no later than the week of April 26, 2021.

- The Steier Group projects that Hayden Catholic High School will raise $2 million-$2.5 million over a three-year campaign by using the Steier Group’s recommended timeframe and approach.

KEY RECOMMENDATIONS

- Hayden Catholic High School’s leadership should immediately submit a copy of the Executive Planning Study Report to the archdiocese to share the results of the planning study and secure approval to move forward with a stewardship campaign.

- Based on the school’s long range planning, responses in the planning study and the projected funding potential, Hayden Catholic High School’s leadership should further refine the campaign projects and goals in each of the following areas of need:
  - Infrastructure Repairs and Upgrades
  - Educational Enhancements
  - Tuition Assistance

- Communicate the positive results of the planning study through a planning study results letter to parents, faculty and staff, Hayden alumni and supporters.

- Prepare a Frequently Asked Questions document to offer clear and concise answers to questions raised during the planning study.

- Ensure donors are provided the opportunity to designate their gift to their specific area of interest.

- Promote planned giving to help certain donors maximize their gifts and help ensure the long-term sustainability of Hayden Catholic High School.

- Build meaningful relationships with Hayden Catholic High School’s alumni base.

- Provide ongoing transparent communication with all of Hayden Catholic High School’s constituencies including current parents, past parents, faculty, staff and alumni.