



## VISION

To turn the American college experience from the greatest stumbling block to the faith into the cornerstone of encounter with Christ and His Church.

## MISSION

To develop pathways for every student in Boston to fall in love with Christ and His Church during their college years.

## STRATEGY

Meet the students.



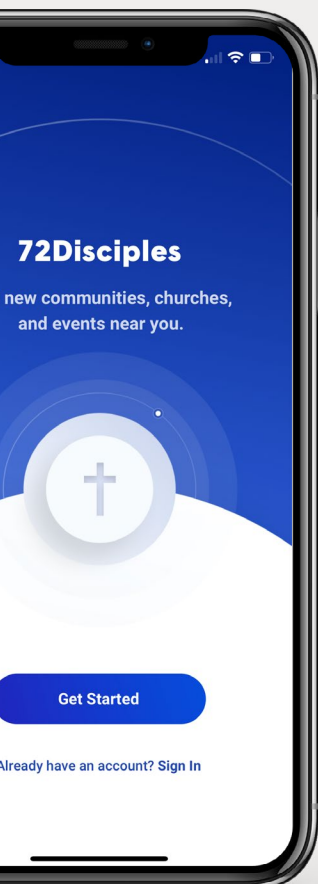
Build the campus.



Transform the city.



We believe college students pose the greatest opportunity to transform the Catholic Church in America. We widen our nets through outreach efforts that engage students across the Boston area. We develop growing campus ministries so that they can better form students in their faith.



## MEET THE STUDENTS: OUTREACH EFFORTS

### Connect Boston

99% of students have not encountered a Catholic presence on campus...so we created an event to engage students across 64 campuses around Boston to help them connect with God and each other through prayer and fellowship.



### 72 Disciples | 72Disciples.app

No student should journey alone in their faith... so we built an app to help students find and create local faith-based events.

## BUILD THE CAMPUS: CAMPUS MINISTRY SUPPORT

### Leader Academy

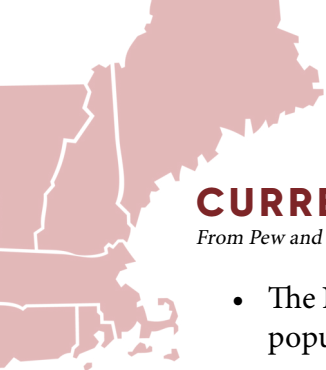
The easiest path to the student is through the campus ministry...so we created an academy to equip leaders with tools to expand their reach on campus.

*"This is the pillar that will change and grow our ministry on campus."* - Student Participant

### Campus Specific Support

*"The thing about the business of religion...is that we are not good at the business of business."*  
- Boston Campus Minister

Campus ministries across Boston are struggling to grow...so we conducted a listening tour with business leaders on our Board to identify pain points and develop appropriate strategies for growth.



## CURRENT TRENDS

From Pew and CARA Research Studies

- The Northeast has the fastest declining Catholic population percentage in the U.S.
- At a staggering **36%**, college-age adults (18-24) have the largest religious disaffiliation of any age group.
- **1 in 7** Catholics leave the Church during their college years, but only **1%** of Catholic young adults that participate in campus ministry become disaffiliated with their faith.

## BOSTON LANDSCAPE

From Collegia's Research into Boston Campus Ministry

- **Over 70% of the 64** higher ed institutions in Boston lack an identifiable Catholic presence.
- **Less than 1% of the approximately 330,000** students in the Boston area are being reached by our Catholic campus ministries.
- **100%** of interviewed ministries agree they could reach significantly more students if given appropriate resources.

## THE NEED

Campaign Goal: \$3 Million over 3 years

Year 1: \$500,000      Year 2: \$1,000,000      Year 3: \$1,500,000

## THE PLAN → BOSTON AND BEYOND

### Campus Specific Support

- Focus on 6-10 campuses in Boston to provide centralized staff, space, development, media, marketing, CRM, and strategy solutions, subdivided into 2-3 small/medium/large campus ministries.

### Leader Academy

- Establish a monthly curriculum for Boston campus ministry leaders.
- By Year 3: Scale leader academy by developing the premier online campus ministry training platform in the country. Include a course with 5-10 modules/videos for leaders and address the top pain points in campus ministry and strategies for growth.

### Digital App

- Help 50 campuses across the U.S. increase student engagement through the use of the app.
- Help 5,000 students across the country build communities of faith through the app.

### Connect Boston and City-Wide Events

- 3,000 students kneel before the Eucharist at Connect Boston 2023.
- Introduce a Catholicism 101 series to share the beauty of the faith with non-practicing Catholics.

### By Year 3

- Develop a template for Collegia's model to expand beyond Boston.

## OUR PROMISE

### The Soul Metric

Our goal is to use every dollar we receive to bring students to Christ. We believe metrics are an important aspect of stewardship. Our pledge is to measure the impact of our activities to be able to share with you the direct impact of your gift. From our research, we found that full-time campus ministry staff in Boston yield a 12:1 ratio. Our aim is to increase the yield to 50.

## 3-YEAR CAMPAIGN

\$500,000

5 gifts

\$100,000

20 gifts

\$25,000

50 gifts

\$10,000

100+ gifts

\$0,000

Learn more at [CollegiaCatholic.com](http://CollegiaCatholic.com). Contact us at [collegiacatholic@gmail.com](mailto:collegiacatholic@gmail.com).