

## Executive Summary

The Building for Ministry (BFM) committee engaged a professional fundraising organization, the Episcopal Church Foundation (ECF), to study the feasibility of a capital campaign that would fund a new Parish House Facility for Trinity.

The study shows that there is strong support within Trinity for a new parish house and that parishioners would likely give at least \$4 million and possibly as much as \$4.5 million in support of the project. Further, the parish firmly supports borrowing funds to complete the project if insufficient funds are raised in the capital campaign.

A summary of the feasibility study is presented below. The complete 72-page study will be available to each Vestry member.

### Feasibility Study Mechanics

Goals of the study were to gather statistics to answer the following questions:

1. Does the parish know of and understand the project?
2. Does the parish support the goals of the project and BFM's implementation?
3. How much money can we raise?
4. If the campaign cannot finance the entire project, will the parish support alternative funding?

To answer these questions, we surveyed 394 parish households. Of that total, 165 households responded to the survey: 26 in personal interviews, 150 by mail, and 218 online. ECF notes that our 42% response rate (in the top 10% of parishes) is an excellent indicator of parish involvement and interest. 52% of respondents worship at least weekly and 83% pledge annually.

ECF prepared and conducted the survey, then consolidated and analyzed the results. Their report compiles the answers to each question and records each comment submitted by the respondents. A copy of the report will be placed in your inbox in the church office prior to the next Vestry meeting.

### Quantitative Results

90% of respondents were aware of our impending capital campaign.

97% of respondents were aware of some or all of the needs our campaign will address.

65% are in favor of the campaign; an additional 30% are in favor with some concerns (mostly revolving around our ability to raise the needed funds). Only 9 responding households (less than 5%) were opposed to the campaign.

71% considered a new Parish House Facility to be a high priority; an additional 20% considered it a medium priority. Among options that would add to the total cost, there was strong support for an enhanced maintenance reserve fund and full air conditioning.

Respondents were generally positive about the local economy, with only 5% rating it poor or in decline.

50% favored an immediate start for the campaign; 12% were opposed.

18% believe the goal (\$4.97 million) can be attained; 70% are uncertain; 12% think the goal cannot be attained;

77% said they were willing to contribute, 17% were uncertain; 6% said they would not contribute.

When asked how much they might pledge, most responded with a range. Based on the low and high points of those ranges, the total ranged from \$2.27 to \$3.09 million.

82% of respondents said it was acceptable to take on long-term debt to complete the project if the capital campaign falls short.

## Qualitative Results

Based on the number of households who responded to the survey, their awareness of the need, and their favorable disposition toward a capital campaign, Trinity is in an excellent position to proceed. ECF consultants were surprised by the numbers in these categories, based on their experience with other parishes.

The parish is very much in favor of moving forward immediately with the campaign. There was little desire to postpone building a new Parish House Facility (except by those few households opposed to the project). Support for the project is particularly evidenced by the overwhelming number of people willing to contribute even before hearing the full details of the campaign. Further indication of support is the willingness to assume debt to finance the project.

Comments considered negative or skeptical tend to cluster around economic issues, specifically the likelihood that not enough people will contribute. However, the overall results belie that skepticism and indicate that sufficient funds can be raised. A major focus of the campaign will be convincing people that the goal is attainable.

Qualitative responses to open-ended questions asking about the strengths of the parish and difficulties faced by the campaign also show strong support for the project. The parish has a strong belief in the clergy's leadership, celebrates our growing cadre of young families, and our friendly and welcoming attitudes. Campaign negatives, as mentioned above, focus on economic skepticism (contradicted by the actual survey results) and other issues not addressed by this project (parking and sanctuary lighting).

The total amount that might be raised as self-indicated on the surveys is not the total expected for the campaign. The actual campaign will involve personal solicitations of all significant donors with explanations of the needs and benefits of the project, discussions about spreading the contribution over time, and other solicitation strategies. Of course, the 58% of households who did not respond to the survey (many of which are faithful Trinity contributors who were out of town during the survey period) will be contacted. Based on the experiences of ECF and given the responses to Trinity's survey, ECF believes we can reach \$4 million with a stretch goal of \$4.5 million or more.

BFM commends each and every comment to you as enlightening, but please note that numeric counts of written comments may not represent the majority views of the parish.