

## Dear St. Peter's Family

Dear St. Peter's Family,

First and foremost, it has truly been a blessing to partner with you on this journey. We cannot thank all of you enough for completing the survey with your heartfelt feedback, giving up your time to chat with us by phone or in person for an interview and most importantly praying for St. Peter's through this process. The information below is an executive summary from the Feasibility Study. If you have any questions or would like more information, please do not hesitate to reach out. From the hundreds of churches that we have served, St. Peter's is a special place because you understand that you are a family. Thank you for allowing us to be a part of this incredible family over the past few months!

God continue to bless you all,  
Richie and Rachel Musser



## BY THE NUMBERS

- 201 surveys and 103 interviews were completed during the Feasibility Study.
- 94% of households hold a very good to superior overall view of St. Peter's.
- 89% of households marked that they are at least somewhat involved with the church.
- 95% of members indicated some sort of support for the plans outlined in the draft vision.
- 90% of respondents marked some sort of support for the cost of the vision, which could eclipse \$2-\$3 million.
- There is a healthy spread of 'membership ages' within St. Peter's with 49% of those responding who have been attending the church for 20 years or more. Thirty-two percent (32%) of respondents have been with the church ten years or less, while 19% have been with the church for eleven to twenty years.

## THEMES

**Love of St. Peter's** - Many members openly shared that they attend St. Peter's because of the sense of community and the friendships they have developed at the church. The majority of those surveyed and interviewed explained that as soon as they walked into the doors of St. Peter's it felt different; the welcoming and accepting nature of the people, the beauty of the worship and music, the variety of ways to get involved and the great leadership. One area of concern that was voiced by members was the need to keep expanding the youth programs to encourage the retention and cultivation of new families.



**Support of Leadership** - When asked about St. Peter's leadership members said they were grateful for the service that their rostered leaders and the rest of the church leadership provided. Members would like to see training for lay leaders as many understand that new leaders need to emerge from the younger generations as those who are experienced step down. The diversity of the rostered leadership was mentioned frequently, and members appreciated the individual strengths of Pastor Ross, Pastor Sarah, and Sister Dottie. Many members expressed their confidence in the church's leadership and faith that the leadership will do what is best for St. Peter's moving forward.

## THEMES

**Ministries** - During many of the interviews and surveys, members spoke about how many opportunities there are to get involved at St. Peter's and all the wonderful current ministries. Members also mentioned that they were proud of these ministries and would like to see this continue and even expand as resources allow. The majority of those who spoke about ministries understood that global outreach is important but would prefer to see efforts focused first on helping those in the local community.



**Facilities** - Almost all members agreed that there are several aspects of the building that need to be addressed immediately. The consensus was that the HVAC system and the parking lot should be top priorities. The security and safety of both the building and the members of St. Peter's was also a major topic of conversation throughout the interview process and members would like to see safety protocol enhancements as part of a campaign. In addition to the physical structure of the building, there was general agreement among the members that St. Peter's needs to modernize their media strategy and upgrade the AV throughout the church. Once any kind of engineering/building report is complete or quotes are secured, members are interested in viewing a summary of the report and/or breakdowns of what each project would cost.



**Strategic Plan** - There were many comments and discussions around the need for a strategic plan. Many feel that there has always been much discussion around what the church should do and where it should be heading, but that there has been little of anything formal or measurable discussed, written, and implemented, especially regarding the facilities. Members would like a plan to be put into place for the facilities to ensure longevity and to continue to be good stewards.



**Debt** - Many members discussed the debt that the church currently has and how they would like to see this paid down or paid off. It was also noted that once the debt is eliminated or reduced, members would like clear strategic goals on how the freed-up funds would be utilized towards ministry.

**Vision** - There was nearly universal support among the members of St. Peter's for the proposed capital improvements and for paying down the debt. Members agreed that there were some aspects of the vision that should be a higher priority than others (the HVAC systems, parking lot, paying down the debt) and almost all agreed that the projects should begin as soon as possible especially the HVAC and parking lot, followed by debt reduction.



**“Building a Community of Faith  
By God’s Grace”**

## RECOMMENDATIONS

**Facilities** - It is our recommendation that the projects be divided into different tiers of priority and that explanations be provided during a campaign to educate members on the reasoning behind these tiers. Top priorities would include the HVAC system, parking lot and paying down the debt with security enhancements and AV following closely behind. These projects should be undertaken as soon as possible.

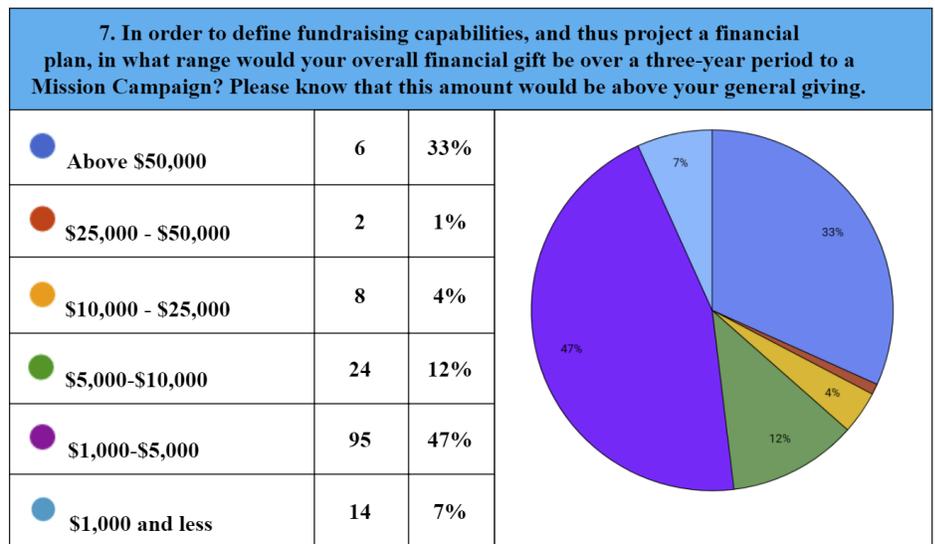
**Strategic Plan** - It is our recommendation to complete a strategic plan. This can be done after a campaign has been conducted as the funds raised will dictate what can be accomplished. A strategic plan tells the congregation where the church is going over the coming years and how it is going to get there. The objective is to create a plan that individuals can articulate without having to refer to any documentation (“a plan on a page”).

**Capital Campaign** - It is our recommendation that the campaign be called a Capital Campaign, as members expressed their confusion over the use of Mission Campaign when the projects are mostly capital in nature.

**Campaign Goal** - Based on projections of financial support, it is recommended that a three-year Capital Campaign with a goal of \$1,250,000 and a stretch goal of \$1,500,000 be conducted. The planning for a Capital Campaign should begin immediately. The campaign goal should never be higher than what could be reasonably raised given a maximum effort.

## Financial Projections

On the survey members were asked to indicate their overall financial gift over a three-year period to a campaign. This contribution would be over and beyond any annual giving and would be used exclusively for the campaign projects. Respondents were encouraged to mark a potential range as these answers help to define fundraising capabilities and thus project a financial plan. While 149 members filled out their range, there were 52 who were undecided. Only a handful of those surveyed were not able to contribute.



Number	Range	Low Range	Mid-Range	High Range
A. 6	Above \$50,000	\$450,000	\$500,000	\$550,000
B. 1	\$25,000 - \$50,000	\$25,000	\$37,500	\$50,000
C. 3	\$15,000 - \$25,000	\$45,000	\$60,000	\$75,000
D. 5	\$10,000 - \$15,000	\$50,000	\$62,500	\$75,000
E. 24	\$5,000 - \$10,000	\$120,000	\$180,000	\$240,000
F. 91	\$1,000 - \$5,000	\$91,000	\$273,000	\$455,000
G. 19	Below \$1,000	\$19,060	\$20,310	\$21,560
Total 149		\$800,060	<b>\$1,133,310</b>	\$1,466,560
Average Gift		\$5,369.53	\$7,606.11	\$9,842.68

This chart shows the ranges of potential gifts that were indicated on the Feasibility Study survey. It is important to note that there are many others in the congregation that would also participate at various levels in a campaign. This chart is a cross section of the church and what their contributions would look like. For the purposes of this study we used the mid range in order to best estimate the capability of St. Peter’s to fundraise for this campaign.

*\*If the exact amount was known, this number was kept consistent across the row.*