

## FEASIBILITY STUDY RESULTS

Twenty-three (23) households participated in personal interviews (18 church interviews and 5 Preschool interviews). Forty-seven (47) households completed the online or paper church survey; ninety-nine households (99) completed the online or paper Preschool survey. A total of 169 households participated in the study. This represents 60% of the combined Preschool and church households which is an excellent level of participation (based on 198 total Preschool households and 82 total church households.) The industry norm for participation is 10%.

### Executive Summary Highlights - Church

1. Ninety-three percent (93%) of respondents in the study agreed or strongly agreed that St. Michael's is effectively meeting their spiritual needs.
2. Eighty-five percent (85%) of the respondents agreed or strongly agreed that St. Michael's is effective in providing opportunities for fellowship within the parish.
3. Eighty-nine percent (89%) in the study agreed or strongly agreed that there are many opportunities for community outreach offered by the parish.
4. Ninety percent (90%) of the respondents have a high level of confidence in the leadership of the church to make wise decisions for the future of the parish.
5. The following is how respondents rated the facility issues as stated in the Case Statement.

Project	Positive	Neutral	Negative
Create a dedicated space for youth ministry.	88%	10%	2%
Hire additional church & Preschool employees and raise salaries for all.	82%	15%	3%
Build new worship and ministry spaces	76%	17%	7%
Create new traffic flow with new drop-off, additional parking, and a covered pavilion.	71%	21%	8%
Reconfigure worship space into classrooms	60%	26%	14%

6. Eighty-three percent (**83%**) of respondents agree or strongly agree that now is the time to move forward with a capital campaign to address our facility issues. (**8%** were neutral and **9%** responded no.)
7. When asked if there were any barriers that would prevent the parish from having a successful capital campaign, the most frequent answers were **1)** inflation / economy and its effect on individual financial situations, **(2)** possible lack of parishioners / parishioners not contributing, and **(3)** members not wanting to support the building of new worship space.
8. Seventy-seven percent (**46 church households**) in the study said they would be willing to support a capital campaign at some level financially; twelve percent **12%** (**7 church households**) need more information and twelve percent **12%** (**7 church households**) said no. The readiness to give is an indicator of potential success.
9. Thirty-six (**36**) church households in the study said if a capital campaign were held tomorrow, they would consider committing **\$207,431** over the next three years (the average gift is **\$5,762**). This would be over and above their regular giving to the church.
10. Forty-four percent (**44%**) in the study (**24 households**) said they would be willing to remember St. Michael's in their estate plans. (**2%**, representing 1 household, have already done this, and **24%**, representing 13 households, need more information.) The total, therefore, is **68%** of survey participants would consider remembering the parish in their estate plans. The industry norm is **3%**.
11. Thirty-one (**31**) individuals expressed interest in serving on the campaign teams (Prayer, Events, Thanks, Youth, Ambassadors, and Communications Teams).

**Executive Summary - Preschool**

1. Ninety-eight percent (**98%**) of respondents in the study agreed or strongly agreed that St. Michael's is effectively meeting their (grand) child's educational needs.
2. Eighty-seven percent (**87%**) of the respondents agreed or strongly agreed that St. Michael's is effectively meeting their (grand) child's spiritual needs.
3. Ninety-eight percent (**98%**) in the study agreed or strongly agreed that St. Michael's is effectively providing their (grand) child with lifelong skills.
4. Eighty-eight percent (**88%**) of the respondents have a high level of confidence in the rector, head of Preschool, and faculty, to make wise decisions regarding the future of St. Michael's Preschool.
5. The following is how respondents rated the facility issues as stated in the Case Statement.

Project	Positive	Neutral	Negative
Hire additional church & Preschool employees and raise salaries for all.	79%	19%	2%

Build new worship and ministry spaces	59%	30%	11%
Reconfigure worship space into classrooms	57%	33%	10%
Create new traffic flow with new drop-off, additional parking, and a covered pavilion.	55%	34%	11%

**Concerns (combined Church & Preschool)**

1. Concern was expressed that there is no need for a new worship space as the current space is underutilized. Instead, we should build more classrooms.
2. Concerns were voiced that we need to do more for our church youth, including the hiring of a youth minister, we also need a dedicated youth space.
3. There is a desire for more frequent and better church-wide communication.

**Financial Forecast**

Based on the church’s annual unrestricted giving of **\$228,300** and the results of the Feasibility Study, Church Development forecasts the following for St. Michael's.

- **90% probability of raising \$800,000**
- **70% probability of raising \$1,000,000**
- **50% probability of raising \$1,200,000**

This financial forecast is based on a professionally-run, three-year capital campaign that includes parishioner and Preschool engagement, clear communication, stewardship education, and prayerful discernment.

**Next Steps**

Campaign leadership selecting volunteer team leaders and planning Volunteer Organization Meetings (VOM) for January 29th where all are invited to learn more detail volunteer team opportunities (Prayer, Events, Thanks, Youth, Ambassadors, and Communication teams)

**Save the Date**

**January 29th - VOM Meetings**