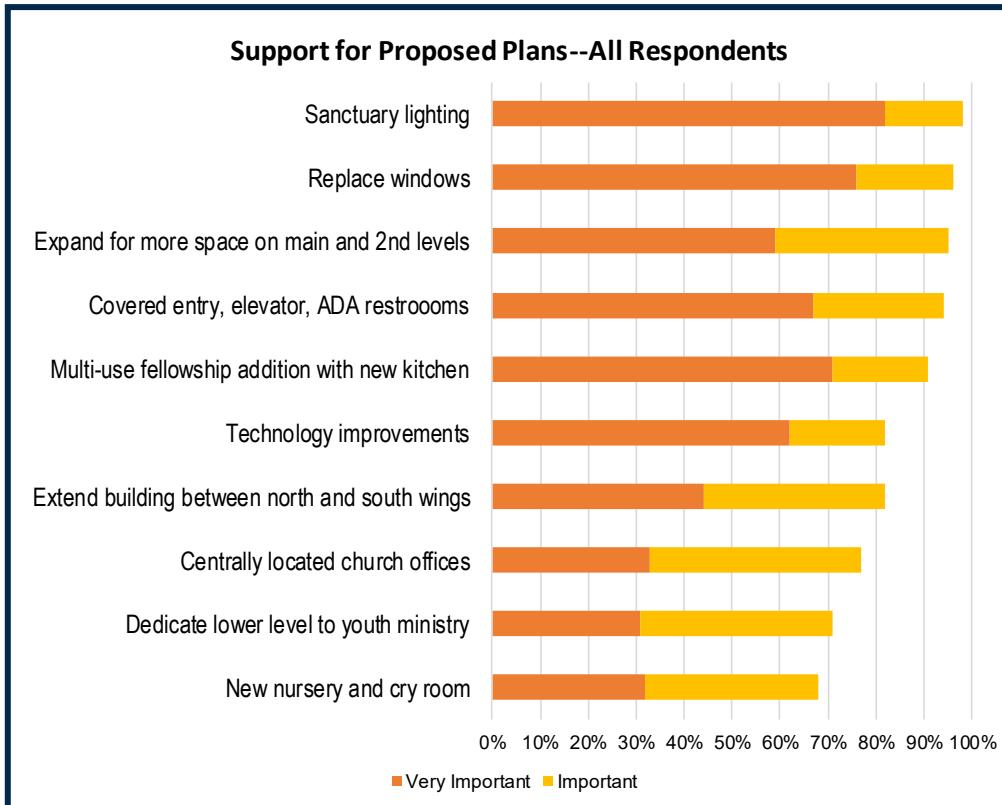


# EXECUTIVE SUMMARY

## FUNDRAISING PLANNING STUDY REPORT

*Presented to*  
**Campus Lutheran Church**  
Columbia, MO



### Participation:

- 32 confidential interviews involving 45 individuals
  - 210 comments entered and reported

### Results:

#### SATISFACTION WITH THE CHURCH

- 98% of respondents were either satisfied or very satisfied with Campus Lutheran and its programs and services.

#### PROJECT AWARENESS AND ACCEPTANCE

- 98% of respondents felt that they were either well informed or had a general knowledge of the needs and plans.
- 91% of respondents felt that addressing the needs as expressed was either important or very important.

#### CAMPAIGN AWARENESS AND ACCEPTANCE

- 100% of respondents said that they knew a campaign was being considered or planned.
- 86% said that they felt that acceptance for such an effort would be "good" or "excellent."
- 97% said they would either make or consider making a gift to the campaign.

#### COMPETITION FOR FUNDS

- 94% of respondents said that they did not know of any potentially conflicting projects or campaigns.

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## VOLUNTEER AND VOLUNTEER LEADERSHIP

### POTENTIAL

Ideally, you should have one volunteer for every five or six households that contributes something at least annually to your church. In your case, roughly 147 contributing households = need for 24 volunteers minimum actively involved, with at least 7 people, ideally couples, in key leadership positions. Study results indicate:

- 31 individuals or couples were named as best possible leaders.
- 28% of interview respondents indicated a willingness to consider leadership positions in the campaign if asked.
- 21 individuals/couples were mentioned multiple times as best possible leaders. We interviewed 16 of them, and 8 indicated a willingness to lead.
- 15 individuals/couples were mentioned 3 or more times. We interviewed 14, and 8 said they would or might lead.
- 7 individuals were mentioned 5 or more times. We interviewed all 7, and 4 said they would or might lead.
- 72% of respondents said that they would or might work on the campaign in some capacity if asked.

## FINANCIAL POTENTIAL

- 53% believe that at least \$800,000 can realistically be raised over three years.
- We look for the top gift to be 20% of the goal. Based on that:
  - ⇒ The top-three rated prospects for gifts indicate a potential for raising at least \$500,000.
  - ⇒ The top gifts that people expressed a willingness to consider indicate a potential to raise \$500,000.
- One of the best barometers of financial potential, current giving, indicates a potential for raising at least \$931,704.
- Based on the aforementioned indicators, we believe that you have the potential to raise \$700,000-\$1,000,000 over three years.

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## RECOMMENDATIONS

- Consider completing the project and/or the fundraising for it in phases, based on what people want and what makes the most sense. To us, that means, minimally, addressing all energy efficiency related upgrades (electric, lighting, HVAC, windows), and, based on funds raised, proceeding with most if not all of the remaining parts of the plan, with the possible exception of the covered drop-off, which could easily be added later.
- Begin planning and organizational work for your campaign as soon as possible, by no later than June to complete your campaign by or before Thanksgiving.
- Establish a minimum goal of \$700,000 for the initial phase of the campaign effort, with a “challenge” or “groundbreaking” goal in the \$1.3 to \$1.6 million range and an “ultimate,” “total project” or “miracle” goal equal to the total project cost which is expected to be \$2.2 million.
- That you tweak your plans based on member suggestions, and finalize your plans, which should include securing concrete, up-to-date drawings

and cost estimates for your proposed project that are needed for, and will be used in, your planned campaign.

- Develop responses to the most commonly raised questions and concerns (those that are not addressed by plan revisions), which will be incorporated into the campaign case statement and all other campaign communication.
- Identify among the various components of your project appropriate opportunities for designated gifts.
- Develop a plan for appropriately recognizing all donors.
- Educate people about creative ways to give non-cash and deferred gifts to this effort.
- That as part of your preparation, you initiate a membership census to update all contact information.
- Initiate and implement within three to nine months after the campaign ends, a more formal, holistic stewardship program.