

SUMMARY OF FEASIBILITY STUDY PROCESS & PURPOSES

Lutheran Church of Hope, Broomfield, CO

Key findings/recommendations:

1. *LC Hope has the potential to raise a minimum of \$2,500,000 / challenge goal of \$5,000,000 / ultimate goal of \$7,000,000 in a professionally run campaign over a three-year period.*
2. *Launch the campaign right away, aiming to complete the initial work of the campaign by or before Memorial Day 2023, followed by the three-year pledge period.*

The primary purposes & findings of the fundraising planning study were:

1. Gauge the **climate for fundraising** in the church and local community, which involved assessing satisfaction with the church, awareness of and acceptance for your planned project and campaign, and the competitive environment for philanthropic funds at this time.

Findings –

- *Satisfaction level with the church is very high: 94% of all respondents “very satisfied or satisfied”*
- *Level of awareness of the project is also very high: 98% of those personally interviewed and 96% of online survey respondents felt they were either “well informed” or “had general knowledge”*
- *Level of acceptance of the project’s major parts is also very high:*
 - *90% of those who responded rated as #1 the plans to build a larger, modern, flexible and well-equipped nave & replace the organ*
 - *82% rated as priority #2 the proposed plans for exterior site work, landscaping, parking lot repair & expansion*
 - *79% rated as priority #3 the proposed to build a new ministry support space, which includes more offices, workrooms, youth and music rooms and restrooms*
 - *Ranked #4 was building a larger narthex or gathering space (78%)*
- *Potential competition from other conflicting campaigns: minimal: 99% of respondents indicated they knew of no other competing campaigns,*

- Level of awareness of a campaign: very high – 94% of respondents said they were aware a capital campaign was being considered or planned
- Level of acceptance of a capital campaign: 93% of those who responded felt overall that acceptance for a capital campaign either would or consider making a gift to the campaign

2. Assess your **volunteer and volunteer leadership potential** and the names of prospective key leaders.

Findings – the prospects for getting both the quality and quantity of volunteers and volunteer leaders that would be needed for a successful campaign look promising

3. Determine your **financial potential** and the names and estimated gift potential of prospective key donors.

Findings – a variety of considerations are used to determine financial potential, including looking at the range of gifts that people expressed a willingness to consider or make to such a campaign. Based on that, we believe you have the potential to raise a minimum of \$2,500,000 / challenge goal of \$5,000,000 / ultimate goal of \$7,000,000 in a professionally run campaign over a three-year period.

4. Recommend the **best way** to prepare for and/or proceed with, package and promote your project and campaign effort in order to achieve optimal results and ultimate success.

The conclusions reached and recommendations made in that final report are based on our analysis of all of the information gathered, responses to our interview questions, and our firm's experience in conducting over 500 similar fundraising campaigns

The study process involved six phases or steps:

1. **Preparation (June 13 & 14).** During this initial phase of the study process, an overall study strategy and schedule was developed; relevant information about your project and campaign was gathered; a preliminary case statement outlining your needs and plans was prepared; a survey questionnaire was developed; candidates for confidential interviews were selected; a phone script to be used to invite them to participate in the study was outlined; and interviews were scheduled.
2. **Informational Meeting (Sunday, August 28).** Prior to commencing with member interviews and surveys, members of Lutheran Church of Hope were invited to a church-wide informational meeting to learn more about the project and campaign. I suggested an agenda and attended this meeting, where I explained how and why we would be conducting a feasibility study.
3. **Individual Interviews (Monday & Tuesday, August 29 & 30).** We sought to interview up to 30 of some of your most active and generous members, who are the most important people to listen to and hear from because they have the greatest influence on any church campaign's success. The primary purpose of the interview discussion was to inform people about the proposed project and campaign, to assess their awareness and acceptance of it as well as their willingness to support it, and to record their feelings about how others might react and respond. I interviewed 45 individuals in person, by phone or over zoom.
4. **Online Survey (Sunday, September 4 – Sunday, September 11).** After the individual interviews are held, an online survey was conducted inviting all other members to share their thoughts and opinions with us about your project and campaign. Those responses were also tabulated and included in our analysis and report. In all, 79 responses were received by the deadline.
5. **Data Compilation, Analysis and Report Preparation.** During this phase of the study, all of the information gathered was compiled and analyzed, and a written report of the study results and our recommendations was prepared.
6. **Presentation of the Report (October 22 & 23).** The final phase of the study process involves presenting our findings and recommendations to the persons who authorized the study, answering any questions that might arise and deciding how to best proceed with a campaign effort that will ultimately meet your needs.