



WALSH &
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Church Capital Campaign Specialists®

Fundraising Planning Study Report

Presented To

Lutheran Church of Hope

Broomfield, Colorado

Helping churches reach new heights in their capital campaignsSM

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Broomfield, Colorado**



Walsh & Associates

Church Capital Campaign Specialists®

Confidential

October 23, 2022

Rev. Dr. Scott McAnally, Lead Pastor
Lutheran Church of Hope
1305 W. 10th Ave
Broomfield, Colorado 80020

Dear Rev. Dr. McAnally:

I am pleased to submit this report on our fundraising feasibility and planning analysis for Lutheran Church of Hope.

The study indicates the potential to raise a minimum of \$2,500,000 to \$3,500,000 in a professionally run campaign over a three-year period for your proposed fundraising campaign.

The study results, together with our conclusions and recommendations, are found on the following pages.

This report would not be complete without a word of thanks to you and your church leadership for inviting our firm to conduct this study, which we believe is an important, if not critical, first step to a successful capital campaign. Our special thanks to Marlys Dufour and Bill Thieme for providing helpful background information and coordinating our interviews.

We look forward to working with you as you implement a successful campaign.

Respectfully submitted,

Michael A. Walsh
President

“Helping Churches Reach New Heights in Their Capital Campaigns”

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SECTION A

**Study Purposes
& Process**



STUDY PURPOSES & PROCESS

The primary purposes of the fundraising planning study were to determine:

1. 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.
2. Your **volunteer and volunteer leadership potential** and the names of prospective key leaders.
3. Your **financial potential** and the names and estimated gift potential of prospective key donors.
4. 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 study process involved six phases or steps:

1. **Preparation.** 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; survey questionnaires were 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.** Prior to commencing with member surveys, members were invited to a church-wide informational meeting to learn more about your project and campaign. We suggested an agenda for and sat in on this meeting.
3. **Individual Interviews.** 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. During this phase of the study, a total of 28 confidential interviews involving 45 individuals were conducted. 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.

4. **Other Surveys.** After the individual interviews were held, an online survey was conducted inviting all other members to share their thoughts and opinions with us about your project and campaign. In all, 79 responses were received by the deadline date of September 11, 2022, and have been tabulated and included in our analysis and report.

5. **Data Compilation, Analysis and Report Preparation.** During this phase of the study, all 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.** The final phase of the study process involves presenting our findings and recommendations to the person(s) 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.

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



SECTION B

Survey Respondents



INTERVIEW RESPONDENTS

There were 45 individuals who interviewed with Mr. Pakendorf. For a list of those interviewed, please contact Mr. Bill Thieme, chair of the Capital Campaign Thinking Group at capital@lchope.org.

OTHER RESPONDENTS

There were 79 individuals who participated in the online survey. For a list of those interviewed, please contact Mr. Bill Thieme, chair of the Capital Campaign Thinking Group at capital@lchope.org.



SECTION C

**Summary
Of All
Responses**



SUMMARY OF ALL RESPONSES

In all, 124 survey responses were received. A total of 28 individual interviews were conducted, involving 45 individuals. In addition, 79 other surveys were received and are included in our analysis and report. When couples (e.g., husbands and wives) were interviewed or completed surveys together, individual responses were encouraged, and many times received. Sometimes too, two answers were given by an individual to a single question. For example, some may have responded that they felt acceptance for a campaign would be "fair" to "good." In this and similar instances, two answers were recorded. In addition, there were times when a person was not able to answer or, if not appropriate or applicable, was not asked certain questions. This explains why the total number of responses does not always equal the total number of individuals interviewed or responses received. In addition, percentages may not add up to 100% due to minor differences in rounding.

1. How satisfied are you with Lutheran Church of Hope and the programs and services the church provides?

	No.	Percent
Very Satisfied	73	59%
Satisfied	44	35%
Somewhat Dissatisfied	7	6%
Dissatisfied	0	0%

- 2.** How well informed would you say that you've been about the church's needs and plans to build a new nave, gathering space and ministry support space and complete exterior site work.?

	No.	Percent
Well Informed	71	57%
Have General Knowledge	48	39%
Know Very Little	4	3%
Uninformed	1	1%

- 3.** Overall, how important do you think it is to address these needs?

	No.	Percent
Very Important	63	50%
Important	40	32%
Nice to Do	17	13%
Not Needed	6	5%

- 4.** Individually, how would you rate addressing each of these needs and the proposed project's major parts in terms of importance?

Need	Very Important	Important	Nice to Have/Do	Not Important
1. Build a larger, modern, flexible and well-equipped nave and replace our old organ	84 / 71%	23 / 19%	9 / 8%	3 / 3%
2. Build a larger narthex or gathering space	51 / 44%	40 / 34%	19 / 16%	6 / 5%
3. Build a new ministry support space, which includes more offices, workrooms, youth and music rooms and restrooms	60 / 51%	33 / 28%	22 / 19%	3 / 3%
4. Complete exterior site work, landscaping, parking lot repair and expansion	63 / 54%	32 / 28%	19 / 16%	2 / 2%

5. Were you aware that the church was considering a major fundraising campaign to address these needs?

	No.	Percent
Yes	117	94%
No	7	6%

6. In your opinion, what would be the acceptance level among members for a fundraising campaign that would address these needs?

	No.	Percent
Excellent	41	25%
Good	88	55%
Fair	27	17%
Poor	5	3%

7. The cost of the project is estimated to be in the \$7,000,000 dollar range. How much money do you think can realistically be raised from all members and select others in pledges payable over a minimum of three years?

	No.	Percent
\$7,000,000 or More	2	2%
\$6,000,000 - 6,999,999	5	5%
\$5,000,000 - 5,999,999	5	5%
\$4,000,000 - 4,999,999	12	12%
\$3,000,000 - 3,999,999	22	23%
\$2,000,000 - 2,999,999	31	32%
\$1,000,000 - 1,999,999	11	11%
\$500,000 - 999,999	6	6%
Less than \$500,000	3	3%



8. If a campaign is conducted, do you think you might consider or accept a campaign leadership position if asked?

	No.	Percent
Yes	7	6%
Maybe	28	23%
No	86	71%

9. If not a leadership position, would you work on the campaign in some other capacity?

	No.	Percent
Yes	32	27%
Maybe	56	47%
No	32	27%



10. If a campaign is conducted, do you think you might make a gift?

	No.	Percent
Yes	70	65%
Maybe	28	26%
No	9	8%

11. If you were to make a gift, what range gift do you think you might consider over a three-year time period?

Of the 98 individuals or couples who were interviewed and said they would make or would consider making gifts, 75 mentioned specific amounts or a gift range they might consider. The highest gift or range gift that any one individual or couple said they would make or consider was in the \$900,000 range. One individual or couple said they would make or consider a gift in this range. The next highest gift that any one person or couple said they would make or consider was in the \$100,000 range. Two individuals or couples said they would make or consider making a gift in this range. And specified gifts ranged from a low total of \$1,754,150 to a high total of \$2,426,500.

12. Are you aware of any other campaigns that are in progress or being planned that might conflict with a campaign for Lutheran Church of Hope?

	No.	Percent
Yes	1	1%
No	105	99%

Individual comments that were recorded through the feasibility interview and survey process are available for viewing by contacting Mr. Bill Thieme, chair of the Capital Campaign Thinking Group at capital@lchope.org.



SECTION D

Conclusions



CONCLUSIONS

A. SATISFACTION WITH THE CHURCH

The level of satisfaction with Lutheran Church of Hope is very high at the present time. In fact, 94% of survey respondents overall and 100% of those personally interviewed said that they were either satisfied or very satisfied with the church and the programs and services that you currently provide. This is obviously conducive to a successful campaign.

People were especially appreciative of Pastor Scott as a preacher and a leader. Many people also expressed that they loved the people of your church, that people are friendly, and that there is a warm and welcoming feeling in your church.

There were also no major sources of discontent within your church although some would prefer that worship leaders still wear masks.

But all-in-all though, this very high level of satisfaction with the church combined with the lack of major sources of discontent would seem to bode well for the prospect of a successful campaign.

B. PROJECT AWARENESS AND ACCEPTANCE

Ninety-eight percent (98%) of those personally interviewed and 96% of survey respondents overall felt that they were either well informed or had a general knowledge of your needs and plans. Consequently, we view the level of awareness for your project to be very high at the present time.

In addition, 89% of interview respondents and 82% of survey respondents overall felt that addressing your needs as expressed was either important or very important. This is a high level of acceptance for the proposed project overall, which is obviously also conducive to a successful campaign. Most people both see and say that your church facilities are deteriorating and that your proposed improvements are important to the future of your church.

During the conduct of our study, we also assessed acceptance for all the proposed project's major parts and found that all received majority acceptance among survey respondents.

Rated the highest priority among survey respondents was your expressed needs and proposed plans to build a larger, modern, flexible, and well-equipped nave and to replace your old organ. In fact, 90% of survey respondents overall and 96% of interview respondents rated this as important or very important to do. Some people feel that the purchase of your new organ was unnecessary and others were concerned about losing the sense of intimacy that you currently have with your existing, smaller sanctuary. And others expressed that the need for a larger sanctuary could more simply be addressed by offering more than one service on weekends, which you have done in the past. Despite these sentiments though, support for a new and improved sanctuary was overwhelmingly positive as the survey statistics show.

Your proposed plans for the exterior site work, landscaping, parking lot repair, and expansion were rated as your second highest priority with 82% of survey respondents overall and 96% of interview respondents indicating this was important or very important to address. Many people believe that the exterior work planned is essential because there are safety issues and while there was a concern about lack of parking which this project is also designed to address, some people wanted more specifics about the amount of handicapped and other parking that would be gained in these facility improvement plans. Some also mentioned that the exterior of the building could also use a fresh coat of paint and hoped that this too, would be included in your facility improvement plans.

Rated the third highest priority among survey respondents was your expressed needs and proposed plans to build a new ministry support space, which includes more offices, workrooms, youth and music rooms, and restrooms. Seventy-nine percent (79%) of survey respondents overall and 84% of interview respondents rated this component as important or very important to do.

Finally, building a larger narthex or gathering space was rated the fourth highest priority among those we heard from with 78% of survey respondents overall and 88% of interview respondents saying they felt this component was important or very important to address.

So, in summary, your overall plan and all its components were well supported and received, and people clearly do understand the importance of addressing these various, expressed needs. Some were concerned about and against the overall size, scope, and cost of the project and the prospect of taking on additional debt, which they see as fiscally irresponsible. Others were concerned too, about making improvements to your facilities before water mitigation issues that have resulted from your clay soil and building so close to what once was a lake have been thoroughly addressed. Despite these sentiments though, most people are very supportive of all that you plan as survey responses

show. And this positive perception of your proposed project and its components should also prove to be quite conducive in the success of your planned campaign.

C. CAMPAIGN AWARENESS AND ACCEPTANCE

Awareness of a fundraising effort designed to address your expressed needs is very high at the present time with 94% of survey participants overall and 100% of those personally interviewed saying that they knew a campaign was being considered or planned.

Acceptance for such an effort is viewed to be high at the present time with 80% of survey respondents overall and 87% of individual interview respondents saying that they felt that acceptance for such an effort would be “good” or “excellent.”

Finally, it was also especially encouraging to note that 93% of survey respondents overall and 100% of interview respondents said that they would either make or consider making a gift to the campaign. This further demonstrates that a high level of supportiveness for your project and campaign effort already exists which underscores the importance of moving forward relatively immediately to address what most clearly see as critically important needs.

D. COMPETITION FOR FUNDS

Competition for philanthropic funds does not seem to be a major issue for you at the present time. In fact, 99% of survey respondents said that they did not know of any potentially conflicting projects or campaigns that were in progress or planned that might adversely affect your campaign plans. Therefore, now is an ideal time to launch and run a campaign from a competitive perspective.



E. VOLUNTEER AND VOLUNTEER LEADERSHIP POTENTIAL

Campaigns of this nature are not only volunteer intensive, they are also volunteer dependent. Consequently, it is essential to have ample, able, and willingly available volunteers and volunteer leadership for a successful campaign.

Ideally, you should have one volunteer for every ten households that contributes something at least annually to your church. In your case, with roughly 200 annually contributing households, this translates into having up to 20 people actively involved in the campaign as volunteers, at least ideally. At least 30% of these, or 6 people and ideally couples, would be needed to serve in key leadership roles enlisting, soliciting, and supervising other volunteers and volunteer leaders. And, as a rule of thumb, you should have at least two candidates for every volunteer leadership position that needs to be filled. For your church, this means you should have a pool of at least 12 key leadership candidates to assure that these critical positions are filled. During our interviews, 26 different individuals or couples were named among the best possible leaders for a campaign. This is greater than the ideal pool of quality candidates that we would need, which indicates that you should have no problem attaining the quality and quantity of volunteers and volunteer leaders that we would ideally need and like to see for your campaign.

Willingness to work on the campaign, especially in a leadership role, is also critical to your success and something we also assessed. And the study shows that 49% of those interviewed (who are presumably some of the most active and generous people to your church now) indicated a willingness to consider leadership positions in the campaign if offered or asked. This is far higher than the typical one-out-of-three willingness-to-lead response that we ideally like to see which indicates that you

should have no problem attracting the quantity of leaders you would need for an optimally successful campaign.

On an even more positive note, is the fact that willingness to get involved in key leadership roles actually increased among those recommended most to us as the best possible leaders for your campaign. In fact, of the 19 individuals or couples recommended to us multiple times as being among the most capable leaders for your campaign, we interviewed or received survey responses from 17 of them, and 11 of the 17, or 65% indicated a willingness to get involved in a leadership role if offered or asked. Furthermore, of the 13 individuals or couples that were recommended to us three or more times as being the most capable to lead your campaign, we interviewed or received survey responses from 11 of them, and 9 of the 11, or 82%, said they would or might accept campaign leadership positions if asked. Finally, of the 8 individuals or couples that were suggested five or more times as being the best to lead your campaign, we interviewed or received a survey from 8 of them, and 7 of the 8, or 88% said that they would or might accept a leadership role in your campaign if it were offered to them. This willingness to get involved as key leaders among those mentioned most as the best to lead your campaign is significant in that campaigns of this nature tend to have somewhat of a bandwagon effect with most people waiting to get involved until those they know and respect most already have.

It was additionally encouraging to note that 74% of survey respondents said that they would or might work on the campaign in “some” capacity if asked, which is far higher than the one-out-of-two willingness to work response that we typically and ideally like to see.

So, in summary, your prospects for getting both the quality and quantity of volunteers and volunteer leaders that you would need for an optimally successful campaign looks to be promising at the present time.

F. FINANCIAL POTENTIAL

A variety of considerations are used to determine financial potential. All the previously discussed criteria – satisfaction with the church, acceptance of the proposed project and campaign, competition for funds, and leadership potential – are all major considerations.

Another important criterion in estimating financial potential is the opinion of the church members themselves, since experience, for the most part, shows that people tend to perform at the level they think they are capable of, and rarely above. And the study shows that a majority of those interviewed (79%) believe that at least \$2,000,000 can realistically be raised over a three-year pledge period for your proposed campaign.

We also look at prospects for pacesetter gifts in evaluating a church's financial potential. To reach your capability in a fundraising effort of any significance, you would normally need and ideally receive at least one gift equal to 15% or more of your goal. Furthermore, you should have at least three prospective contributors rated as capable of making the top gift that you need. In your case, the top three rated prospects for gifts were consistently rated as capable of contributing an average of \$450,000 if they were so inclined. This would indicate a potential for raising at least \$3,000,000 under this financial formula.

We also looked at the top gifts that your people expressed a willingness to consider or make in evaluating your financial potential. And during our study, the top gift(s) that any one person said they would be willing to consider or make was \$900,000. This would indicate a potential to raise \$6,000,000 under this financial formula.

Finally, one of the best barometers of financial potential is current giving. Normally, a church should be able to raise at least three times its annual offerings in a well-run and received campaign for a project of this type. And according to information provided to us, approximately \$682,361 in such income was received over the past 12 months. This would indicate a potential for raising at least \$2,047,083 in your campaign.

The average of the previously mentioned indicators amounts to \$3,261,771. Consequently, we believe that you have the potential to raise a minimum of \$2,500,000 to \$3,500,000 over a three-year period in your planned, professionally run campaign in addition to other funds that you may already or eventually have available for this project and campaign.



SECTION E

Recommendations



RECOMMENDATIONS

1. That you consider completing the project and/or the fundraising for it in up to three phases, if needed, based on what people want, will support and to what extent, as well as what seems to make the most practical sense. What seems to make the most practical sense to us is this: that you plan to complete all that you've proposed in one construction phase and then come back with a successive campaign or campaigns to complete the project and/or to pay down, and ideally pay off, any debt that remains.
2. That you begin the planning and organizational work for your capital campaign as soon as possible, ideally right away and, in any event, by no later than early December so that your campaign can be completed by or before Memorial Day. This will enable you to take advantage of the high level of satisfaction with the church, the high level of awareness of and acceptance for the proposed project and its most accepted components, the high level of awareness of and acceptance for the proposed capital campaign, and the low level of competition for philanthropic funds that currently exists. Finally, it will also allow you to capitalize on the momentum gained for the project and campaign through the conduct of this study before enthusiasm starts to wane.
3. That you establish a minimum goal of \$2,500,000 for the initial phase of the campaign effort, which is in line with what we believe you can realistically expect to minimally raise in a professionally run campaign. We also suggest that an additional, higher or challenge goal of \$5,000,000 be set, which will enable you to complete your proposed project and/or (further) minimize debt. And finally, we also suggest that an "ultimate goal" of \$7,000,000 be set, which should enable you to complete your proposed project with little or no debt. This tier



type of goal setting strategy with a reaching but reachable minimum goal will all but assure your progress and success and the satisfaction and continued motivation that will accompany it. Yet it will also showcase to people the higher and ultimate goals of your project and your ultimate vision and, as such, will keep people from becoming complacent once the minimum goal is met. This can have a profoundly positive effect on your project, your campaign, and your parish in various respects.

4. That you secure or begin to finalize plans and secure concrete cost estimates for the proposed project.
5. That you begin to develop responses to some of the other most commonly raised questions, concerns and suggestions that surfaced as a part of this study, which will then need to be incorporated into the final case statement and various other communications mediums that will be used throughout the campaign.
6. That you develop with our assistance 'giving opportunities' that give people an idea of what their gifts at various levels will enable the church to do. Such opportunities inspire people's generosity and will help you to stimulate substantially larger gifts than you otherwise might get without them.
7. That you recognize all donors to your campaign in some special and significant way such as a donor wall or book to be dedicated and displayed in a very visible part of your new and expanded welcome and worship facility. Your planned new narthex or enlarged gathering space would be a perfect place for this display.

8. That you educate people about and promote planned or creative gifts to the campaign and your church with our assistance. Such gifts may enable your members to make better and more beneficial gifts to the campaign and your church which will be helpful to both you and to them.

9. That as part of the preparation process for your campaign, you have us help organize and conduct a 'member census' to gather more extensive contact and other information, where needed, for your members which will help you not only during but after your campaign as well. There is no additional fee to have us coordinate this census, and it would have as its purpose gathering multiple phone numbers, email, and mail addresses for your members to make communicating with them more efficient and effective. This special census can easily be taken as part of your scheduled services over successive weekends by having cards available in people's seats or pews that they can complete and you could then collect.

10. That you initiate and implement within three to nine months after the campaign ends, a more formal and holistic stewardship program at your church. Such a program should have at its core a strong initial and ongoing educational component emphasizing what it means to be a Christian steward in every sense; it should be led by a sound and well-rounded, standing stewardship committee that will assure that the program is ongoing and holistic in nature; it should have a strong volunteer stewardship component that seeks to get more deeply involved in the life of your church; and it should have a strong financial stewardship component that seeks not only to expand regular weekly giving, but also special and substantial short and long-term gifts to your church. This may help you to support any interim, short-term debt and increased operating expenses that you may incur as a result of this project and/or may enable you to finish your proposed project sooner than might otherwise be possible without it.



SECTION F

**Summary
Of Interview
Responses**

SUMMARY OF INTERVIEW RESPONSES

A total of 28 individual interviews were conducted, involving 45 individuals. In addition, when couples (e.g., husbands and wives) were interviewed or completed surveys together, individual responses were encouraged, and many times received. Sometimes too, two answers were given by an individual to a single question. For example, some may have responded that they felt acceptance for a campaign would be "fair" to "good." In this and similar instances, two answers were recorded. In addition, there were times when a person was not able to answer or, if not appropriate or applicable, was not asked certain questions. This explains why the total number of responses does not always equal the total number of individuals interviewed or responses received. In addition, percentages may not add up to 100% due to minor differences in rounding.

1. How satisfied are you with Lutheran Church of Hope and the programs and services the church provides?

	No.	Percent
Very Satisfied	37	84%
Satisfied	7	16%
Somewhat Dissatisfied	0	0%
Dissatisfied	0	0%

2. How well informed would you say that you've been about the church's needs and plans to build a new nave, gathering space and ministry support space and complete exterior site work.?

	No.	Percent
Well Informed	28	62%
Have General Knowledge	16	36%
Know Very Little	1	2%
Uninformed	0	0%



3. Overall, how important do you think it is to address these needs?

	No.	Percent
Very Important	34	72%
Important	8	17%
Nice to Do	4	9%
Not Needed	1	2%

4. Individually, how would you rate addressing each of these needs and the proposed project's major parts in terms of importance?

Need	Very Important	Important	Nice to Have/Do	Not Important
1. Build a larger, modern, flexible, and well-equipped nave and replace our old organ	36 / 80%	7 / 16%	1 / 2%	1 / 2%
2. Build a larger narthex or gathering space	18 / 42%	20 / 47%	3 / 7%	2 / 5%
3. Build a new ministry support space, which includes more offices, workrooms, youth and music rooms, and restrooms	26 / 58%	12 / 27%	6 / 13%	1 / 2%
4. Complete exterior site work, landscaping, parking lot repair, and expansion	34 / 76%	9 / 20%	2 / 4%	0 / 0%

5. Were you aware that the church was considering a major fundraising campaign to address these needs?

	No.	Percent
Yes	45	100%
No	0	0%



-
- 6.** In your opinion, what would be the acceptance level among members for a fundraising campaign that would address these needs?

	No.	Percent
Excellent	29	35%
Good	43	52%
Fair	11	13%
Poor	0	0%

-
- 7.** The cost of the project is estimated to be in the \$7,000,000 range. How much money do you think can realistically be raised from all members and select others in pledges payable over a minimum of three years?

	No.	Percent
\$7,000,000 or More	1	2%
\$6,000,000 - 6,999,999	0	0%
\$5,000,000 - 5,999,999	2	5%
\$4,000,000 - 4,999,999	4	10%
\$3,000,000 - 3,999,999	7	18%
\$2,000,000 - 2,999,999	22	55%
\$1,000,000 - 1,999,999	3	8%
\$500,000 - 999,999	1	2%
Less than \$500,000	0	0%

8. If a campaign is conducted, do you think you might consider or accept a campaign leadership position if asked?

	No.	Percent
Yes	3	7%
Maybe	18	42%
No	22	51%

9. If not a leadership position, would you work on the campaign in some other capacity?

	No.	Percent
Yes	18	42%
Maybe	22	51%
No	3	7%

10. If a campaign is conducted, do you think you might make a gift?

	No.	Percent
Yes	26	93%
Maybe	2	7%
No	0	0%

11. If you were to make a gift, what range gift do you think you might consider over a three-year time period?

Of the 28 individuals or couples who were interviewed and said they would make or would consider making gifts, 22 mentioned specific amounts or a gift range they might consider. The highest gift or range gift that any one individual or couple said they would make or consider was in the \$100,000 range. 2 individuals or couples said they would make or consider such a gift. Specified gifts ranged from a low total of \$652,500 to a high total of \$1,028,000.

12. Are you aware of any other campaigns that are in progress or being planned that might conflict with a campaign for Lutheran Church of Hope?

	No.	Percent
Yes	0	0%
No	27	100%

SECTION G

**Summary
Of Other
Responses**



SUMMARY OF OTHER SURVEY RESPONSES

A total of 79 other responses were received and tabulated. In some cases, if two or more people filled out the survey at the same time (a husband and wife, for example), individual responses may have been recorded. At other times, two answers may have been given by an individual to a single question. For example, some may have responded that acceptance of a campaign would be "fair" to "good." In addition, there were times when a person was not able or did not answer certain questions. This explains why the total number of responses does not always equal the total number of individuals surveyed. In addition, percentages may not add up to 100% due to minor differences in rounding.

1. How satisfied are you with Lutheran Church of Hope and the programs and services the church provides?

	No.	Percent
Very Satisfied	36	45%
Satisfied	37	46%
Somewhat Dissatisfied	7	9%
Dissatisfied	0	0%

2. How well informed would you say that you've been about the church's needs and plans to build a new nave, gathering space and ministry support space and complete exterior site work.?

	No.	Percent
Well Informed	43	54%
Have General Knowledge	32	41%
Know Very Little	3	4%
Uninformed	1	1%

3. Overall, how important do you think it is to address these needs?

	No.	Percent
Very Important	29	37%
Important	32	41%
Nice to Do	13	16%
Not Needed	5	6%

4. Individually, how would you rate addressing each of these needs and the proposed project's major parts in terms of importance?

Need	Very Important	Important	Nice to Have/Do	Not Important
1. Build a larger, modern, flexible and well-equipped nave, and replace our old organ	48 / 65%	16 / 22%	8 / 11%	2 / 3%
2. Build a larger narthex or gathering space	33 / 45%	20 / 27%	16 / 22%	4 / 5%
3. Build a new ministry support space, which includes more offices, workrooms, youth and music rooms, and restrooms	34 / 47%	21 / 29%	16 / 22%	2 / 3%
4. Complete exterior site work, landscaping, parking lot repair, and expansion	29 / 41%	23 / 32%	17 / 24%	2 / 3%

5. Were you aware that the church was considering a major fundraising campaign to address these needs?

	No.	Percent
Yes	72	91%
No	7	9%



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- 6.** In your opinion, what would be the acceptance level among members for a fundraising campaign that would address these needs?

	No.	Percent
Excellent	12	15%
Good	45	58%
Fair	16	21%
Poor	5	6%

- 7.** The cost of the project is estimated to be in the \$7,000,000 range. How much money do you think can realistically be raised from all members and select others in pledges payable over a minimum of three years?

	No.	Percent
\$7,000,000 or More	1	2%
\$6,000,000 - 6,999,999	5	9%
\$5,000,000 - 5,999,999	3	5%
\$4,000,000 - 4,999,999	8	14%
\$3,000,000 - 3,999,999	15	26%
\$2,000,000 - 2,999,999	9	16%
\$1,000,000 - 1,999,999	8	14%
\$500,000 - 999,999	5	9%
Less than \$500,000	3	5%

- 8.** If a campaign is conducted, do you think you might consider or accept a campaign leadership position if asked?

	No.	Percent
Yes	4	5%
Maybe	10	13%
No	64	82%

9. If not a leadership position, would you work on the campaign in some other capacity?

	No.	Percent
Yes	14	18%
Maybe	34	44%
No	29	38%

10. If a campaign is conducted, do you think you might make a gift?

	No.	Percent
Yes	44	56%
Maybe	26	33%
No	9	11%

11. If you were to make a gift, what range gift do you think you might consider over a three-year time period?

Of the 70 individuals or couples who said they would make or would consider making gifts, 56 mentioned specific amounts or a gift range they might consider. The highest gift or range gift that any one individual or couple said they would make or consider was in the \$900,000 range. One individual or couple said they would make or consider such a gift. Specified gifts ranged from a low total of \$1,081,650 to a high total of \$1,368,500.

12. Are you aware of any other campaigns that are in progress or being planned that might conflict with a campaign for Lutheran Church of Hope?

	No.	Percent
Yes	1	1%
No	78	99%

