



First Presbyterian Church Capital Campaign Feasibility Study

1. INTRODUCTION

First Presbyterian Church is considering a capital campaign in 2017. I Squared Consulting, LLC, an independent consulting firm, has been retained to conduct a confidential feasibility study to determine the level of support for this effort. Please take a few minutes to complete this survey by December 31. Your responses will only be seen by I Squared Consulting and no names will be associated with any response in their final report.

Each adult in the household is asked to respond separately, sharing their distinct opinions (with the exception of the section labeled "Support"). Your prompt response is greatly appreciated as we seek the best path forward.



First Presbyterian Church Capital Campaign Feasibility Study

2. ENGAGEMENT

1. How long have you been involved in the congregation of First Presbyterian Church?

- 0-2 years
- 3-5 years
- 6-10 years
- 11-20 years
- 21-30 years
- More than 30 years

2. How often do you participate in worship and / or other ministries?

- Weekly
- 2-3 times per month
- Once per month
- Several times per year
- Infrequently

3. How would you describe your primary relationship with First Presbyterian Church (choose one)?

- Resident member
- Nonresident member
- Former member
- Active visitor
- Infrequent visitor
- Friend of the church
- Relative of member
- Other (please specify)

4. What is your age?

- 25 and under
- 26 to 45
- 46 to 55
- 56 - 65
- Over 65

5. Overall, how much enthusiasm do you feel about First Presbyterian's ministries and programs?

- Very high enthusiasm
- Somewhat high enthusiasm
- Somewhat low enthusiasm
- Very low enthusiasm
- No opinion

6. How well does First Presbyterian Church communicate with you about events, plans, and programs?

- Very well
- Well
- Not well
- No opinion
- If you responded "Not well" how could the church improve its communication with you?

7. In your opinion, how well does First Presbyterian Church meet its annual operating budget?

- Very well
- Well
- With occasional difficulty
- Not well
- Unsure

8. Do you agree that church funds are handled and allocated with integrity and transparency?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

9. Please indicate your opinion of the relative strength of the following areas of First Presbyterian Church

	Not strong at all				Extremely strong	No opinion
Session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Church Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pastoral Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worship Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music Ministry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christian Education / Bible Study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's Ministry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth Ministry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Missions & Outreach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presbyterian Women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presbyterian Men	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buildings & Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fellowship Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Programs hosted at First Presbyterian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congregational Care (visits, small groups, Stephen Ministry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interfaith Involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for Seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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3. PROPOSED PROJECTS & CAPITAL CAMPAIGN

First Presbyterian Church is considering a capital campaign to fund a variety of existing facility repairs and renovations, as well as, the construction of a new Family Life Center as outlined in the information below

First Presbyterian Church Repairs & Renovations - Cost Estimate

\$9,500 - Renovate parlor with paint, new flooring to include the bathroom. The furniture is to be replaced.

\$7,000 – Replacement of tree as required by the state. The proposal is to plant 5-6 trees on the 14th street side, reclaim the side work and any needed landscaping

\$12,140 – Power wash entire building, concrete as needed, scrape and paint the steeple which includes lift machine

\$9,000 – Kitchen repairs and new equipment if new facility is not approved to be constructed

\$50,000 – Refurbish sanctuary piano

\$6,415 – Testing of gas piping & conversion

\$7,468 – Replacement of the leaking change over valve that changes the system from heat to cool

\$13,475 – A control to allow receiving chiller and boiler alarms externally

\$10,000 – Repair water leak in basement from the ground water seeping through the joist that occurs a couple of times a year

\$10,000 – Black topping and restriping parking lot

\$10,000 – Exterior camera security

\$12,500 – New electronic sign to replace existing external sign at the front of the church

\$25,000 – New tile & refurbishing of ceiling lighting in Fellowship Hall to include LED lights

\$10,000 – Replace floor tile and ceiling tile in the basement fellowship hall

\$1,000 – LCD Flat screen monitor to scroll messages of weekly events, needed volunteers, etc., in Fellowship Hall

\$30,000 – Misc. & cost overruns

\$223,498

First Presbyterian Church Proposed Family Life Center - Cost Estimate

Family Life Center First Floor	
8440 sf X \$ 134.00 /sf	\$1,131,000
Family Life Center Second Floor	
340 sf X \$ 150.00 /sf	\$51,000
HVAC System	\$110,000
Chiller Relocation	\$50,000
Fire Sprinkler System	\$40,000
Kitchen Package	\$120,000
Enclosed Connector	
1100 sf X \$ 143.00	\$157,300
Convert Existing Fellowship Hall and Kitchen into Classrooms	
4185 sf X \$ 75.00	\$314,000
Site Work	\$200,000
Architectural Fees	N/A
Engineering Fees	\$20,000
Total Project Cost	\$2,193,300

10. Please rate your level of interest in and support of the proposed projects

Not at all interested /
supportive

Very interested /
supportive

Renovations and repairs to existing facilities (as outlined above)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Construction of proposed Family Life Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please rate the level of importance of the following components of the proposed Family Life Center to the future of First Presbyterian Church

Not important at all

Very important

Large open space for Fellowship Hall functions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large multi purpose space for youth and recreation activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large and fully equipped kitchen facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stage for musical and theatrical performances by youth and choir groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large space to host community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large indoor space for Missions activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conversion of existing Fellowship Hall into three additional classrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathroom and shower facilities for groups and emergency relief / shelter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conversion of existing kitchen into Parlor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to move youth programs out of basement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you believe the proposed Family Life Center will increase the membership and participation levels of First Presbyterian Church?

- Yes
- No
- Please explain if you wish

13. First Presbyterian Church is considering a capital campaign with a goal of raising \$2.5 million over a three year pledge period to fund the construction of the proposed Family Life Center and the completion of the repairs and renovations as outlined. Do you believe the church should proceed with this campaign?

- Yes
- No
- No opinion
- Please explain your answer if you wish

The Gift Table below illustrates the estimated number and size of campaign pledges (over a three year period) that would be required to support a campaign goal of \$2.5 million

Projected Gift Table - \$2.5 million Capital Campaign

Gift Amount - Payable over 3 years	# of Gifts Needed	Projected Income	% of Goal
Lead Gifts			
\$250,000	1	\$250,000	
\$100,000	4	\$400,000	
\$50,000	8	\$400,000	
\$25,000	10	\$250,000	
	23	\$1,300,000	52%
Major Gifts			
\$15,000	35	\$525,000	
\$10,000	40	\$400,000	
\$5,000	40	\$200,000	
	115	\$1,125,000	45%
General Gifts			
\$2,500	15	\$37,500	
\$1,500	15	\$22,500	
Up to \$1500	25	\$15,000	
	55	\$75,000	3%
	193	\$2,500,000	

14. On a scale of 0-10 with 10 being the highest, what number would you use to rate the likelihood of success of First Presbyterian Church raising \$2.5 million in support of the proposed objectives over a 3 year pledge payment period?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Comments



First Presbyterian Church Capital Campaign Feasibility Study

4. SUPPORT

IF YOU GIVE AS ONE HOUSEHOLD UNIT, PLEASE COMPLETE THIS SECTION ONLY ONCE PER HOUSEHOLD. IF YOU GIVE SEPARATELY, PLEASE COMPLETE SEPARATELY

15. Do you currently participate in the financial support of First Presbyterian Church?

- Yes
- No

16. As you think about your household's annual charitable giving, where does First Presbyterian Church rank?

- Top priority
- Top 3 priorities
- Important but not a top 3 priority
- Other (please specify)

17. If First Presbyterian Church proceeds with a capital campaign, how likely are you to support it financially over and above your current regular giving?

- Very likely
- Likely
- Somewhat likely
- Unlikely
- Undecided

18. A successful capital campaign will require commitments at all levels. Please estimate a gift level your household would be willing to consider contributing. These gifts would be over and above your current regular giving and could be paid over a period of up to three years. This is not a commitment on your part but will be helpful in determining the likelihood of success of the proposed campaign.

<u>Total Gift over 3 Years</u>	<u>Annual Gift</u>	<u>Quarterly Gift</u>	<u>Monthly Gift</u>	<u>Weekly Gift</u>
<input type="radio"/> \$250,000	\$83,333	\$20,833	\$6,944	\$1,603
<input type="radio"/> \$150,000	\$50,000	\$12,500	\$4,166	\$960
<input type="radio"/> \$100,000	\$33,333	\$8,333	\$2,778	\$641
<input type="radio"/> \$75,000	\$25,000	\$6,250	\$2,083	\$480
<input type="radio"/> \$50,000	\$16,667	\$4,167	\$1,389	\$321
<input type="radio"/> \$25,000	\$8,333	\$2,083	\$694	\$160
<input type="radio"/> \$15,000	\$5,000	\$1,250	\$417	\$96
<input type="radio"/> \$10,000	\$3,333	\$833	\$278	\$64
<input type="radio"/> \$5,000	\$1,667	\$417	\$139	\$32
<input type="radio"/> \$2,500	\$833	\$208	\$69	\$16
<input type="radio"/> \$1,500	\$500	\$125	\$42	\$10
<input type="radio"/> Other amount (please specify)				

19. Over what period of time would you likely pay this gift? Again, this is not a commitment.

- 1 year
- 2 years
- 3 years
- 4 years (if available)
- 5 years (if available)
- Undecided

20. Would you consider including First Presbyterian Church in your will or estate plan?

- Yes
- No
- Already included
- Undecided



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5. CAMPAIGN EXECUTION

21. Please suggest the names of lay volunteers who you believe have the visibility and credibility to lead a capital campaign for First Presbyterian Church:

Name:

Name:

Name:

Name:

Name:

22. Would you be willing to serve as a volunteer in the capital campaign?

Yes

No

Comment

23. Do you believe the timing is right for First Presbyterian Church to conduct a capital campaign?

Yes

No

No opinion

Please explain

24. Please share any other thoughts you have regarding the proposed capital campaign for First Presbyterian Church



First Presbyterian Church Capital Campaign Feasibility Study

6. CONCLUSION

25. Thank you for participating in this important survey. The responses and opinions you have shared are confidential and will be treated as such. This information will be compiled and reported on by I Squared Consulting as part of the overall Feasibility Study process. No names will be associated with any answer in this report. Providing your name below allows I Squared Consulting to verify your answers with you personally, if necessary.

Name:

If you have any questions regarding this survey or if you would like to have a personal conversation regarding the proposed capital campaign, please contact Kirk Dominick, I Squared Consulting via telephone (252) 402-6182 or email: kirk@i2consultinf.org