

# **SYNOPSIS REPORT**

First Christian Church  
Greensboro, North Carolina

March 2, 2010

# Pre-Campaign Feasibility Study Synopsis

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First Christian Church  
Greensboro, North Carolina

In light of the Pre-Campaign Feasibility Study, Cargill Associates recommends that First Christian Church proceed with plans for a Capital Stewardship Program. We find a reasonable expectancy of **\$425,000 to \$500,000**. Program is to begin in **March 2010** and to be completed in **June 2010**.

162 Participating Giving Units

	<u>Leadership Interviews</u>	<u>Congregational Questionnaires</u>
Response:	<b>16 Interviews/28 Participants</b>	<b>36 households/51 Respondents</b>
How Long Members:	<b>82% 16 Years or longer</b>	<b>78% 16 Years or longer</b>
Attendance:	<b>82% Weekly</b>	<b>69% Weekly</b>
Enthusiasm:	<b>89% Very High to Moderately High</b>	<b>90% Very High to Moderately High</b>
Communication:	<b>89% Very Well to Well</b>	<b>98% Very Well to Well</b>
Church's Financial Obligations:	<b>46% With Occasional Difficulty</b>	<b>43% With Occasional Difficulty</b>

Average  
Priority Rankings:Rank

Average  
Ranking

- |   |      |   |
|---|------|---|
| 1 | 1.58 | Boiler System Replacement                 |
| 2 | 3.38 | Steeple Replacement                       |
| 3 | 3.41 | Kitchen Renovations and Water Remediation |
| 4 | 3.64 | Sanctuary Doors and Windows Repair        |
| 5 | 3.77 | Entryway and Gathering Space Renovation   |

Funding Attainable	<b>46% \$200,000 to \$300,000</b>	<b>57% \$200,000 to \$300,000</b>
Regular Supporter:	<b>100% Yes</b>	<b>94% Yes</b>
Will Give to Capital Stewardship Program:	<b>81% Yes 13% Undecided</b>	<b>61% Yes 25% Undecided</b>
Amounts:	<b>13 at \$128,600</b>	<b>18 at \$57,490</b>

**TOTAL: 31 at \$186,090**  
**19% of Participating Giving Units**

Non-Cash Giving:	<b>19% Yes</b>	<b>3% Yes</b>
Will:	<b>31% Yes</b> <b>13% Presently Included</b>	<b>5% Yes</b> <b>11% Presently Included</b>

# Observations

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## *Programs and Ministries*

- ◆ Ninety percent (90%) of respondents indicated feelings of moderately high to very high enthusiasm about the work and programs of First Christian Church.
- ◆ Ninety-five percent (95%) of respondents indicated the church communicates well to very well with the congregation involving events, plans, and programs.
- ◆ *Worship, Congregational Care* and *Church Staff* were ranked by interviewees as the church's greatest strengths, and *Worship, Church Staff* and *Fellowship Programs* were ranked by questionnaire respondents as the church's greatest strengths.
- ◆ Interviewees indicated *Building and Facilities, Adult Education/Bible Study/Small Group Programs* and *Children and Youth Programs* as areas in most need of improvement and/or expansion, and questionnaire respondents indicated *Building and Facilities, Leadership Training and Development* and *Adult Education/Bible Study/Small Group Programs* as areas in most need of improvement and/or expansion.

## *Giving*

- ◆ Fifty-four percent (54%) of participating households give less than \$1,000 annually. This is a spiritual issue that needs to be addressed. Stewardship education is needed and desired.
- ◆ The average annual gift per contributing household of First Christian Church is \$1,836.
- ◆ Eighty-one percent (81%) of those interviewed indicated their giving decisions are based on a dollar amount. The largest percentage (39%) of questionnaire respondents indicated their giving decisions are based on what is affordable. "What is affordable" is not a Biblical principle. This is another indicator that stewardship education is needed and desired.
- ◆ Forty-four percent (44%) of respondents indicated First Christian Church meets its current financial obligations with occasional difficulty and 39% indicated very well. Better communication to the church about finances should improve this perception. This perception can be eliminated with enhanced levels of annual giving.

- ◆ Sixty-one percent (61%) of respondents indicated adequate information is available about the handling and allocation of church funds and 27% state when asked for it.

#### *Facility Expansion/Improvement*

- ◆ Ninety-two percent (92%) of respondents ranked the facility needs. *Boiler System Replacement (1.58)* was identified as the first priority by respondents. The second priority was a virtual tie between *Steeple Replacement (3.38)* and *Kitchen Renovations and Water Remediation (3.41)*.
- ◆ Respondents' decisions to contribute 10% of the funds raised in a capital campaign to the Christian Church (Disciples of Christ) in North Carolina in support of the region's capital campaign are unclear at this time. A third indicated 'yes', a third indicated 'no', and a third are undecided on the matter.

#### *Capital Stewardship Program*

- ◆ Fifty-three percent (53%) of respondents considered *\$200,000 to \$300,000* to be attainable in a three-year Capital Stewardship Program.
- ◆ Eighty-one percent (81%) of those interviewed and 61% of the questionnaire respondents will consider a personal gift to support a three-year commitment above their regular giving to the annual budget. Twenty-one percent (21%) of respondents indicated they are undecided at this time.
- ◆ Self-perceived gifts totaling \$186,090 were discovered from 31 households, representing approximately 19% of the 162 households that presently participate in annual giving.

# Recommendations

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A. In light of the Pre-Campaign Feasibility Study, Cargill Associates recommends that First Christian Church proceed with plans for a Capital Stewardship Program. The schedule should be **March 2010 to June 2010**.

1. Cargill Associates recommends that the project involve **as much of the plan as possible based on the congregation's prioritization of the needs**.
2. Cargill Associates recommends that the project not exceed **what is raised**.
3. The campaign should center on raising the maximum dollars for the project between **March 2010** and **June 2010**. In **July 2010**, based on the strength of the stewardship program, charge the Building Committee to work with their architect and finance institution to devise a building and financing plan for congregational approval by **Fall of 2010**. This approach takes the guesswork out of the plan and leaves veto power with those who are being asked to pay for it.
4. We find a reasonable expectancy of **\$425,000** to **\$500,000** for the capital project. This expectancy is based on the **\$128,600** identified among **13** of the **16** participant households in the leadership interviews, and the **\$57,490** identified by **18** of the **36** respondent households in the congregational survey. The above participating households include only the households that indicated a gift amount. *Though a campaign could yield more or less than the reasonable expectancy, this is a conservative projection based on the combined responses of members to the perceived needs of the church. Our experience indicates capital giving receipts would follow this customary pattern:*

<b>First Year</b>	<b>40-45%</b>
<b>Second Year</b>	<b>30-35%</b>
<b>Third Year</b>	<b>20-30%</b>

B. A Capital Stewardship Program adhering to Cargill Associates counsel will produce the following:

1. A clear *vision* of the church's future mission ministry based upon the discerned will of God.
2. *Ownership* in the church's vision by a large number of the church's membership.
3. Increased *involvement* by a greater number of members in the development and support of the church's vision.
4. Motivation of members to grow in their level of *stewardship commitments*.

5. Encouragement of members to make the most generous, pacesetting *expression* of their commitments to the church's vision.
  6. A disciplined *follow-up*, which will enable the church to achieve all that is committed in the campaign.
- C.** Church leadership will need to continue developing a comprehensive information flow to members.
- D.** We recommend that First Christian Church prepare and mail statements of giving to all resident households on a quarterly basis. Currently, the church provides giving statements twice a year. Such a practice serves as a reminder of giving needs and stimulates greater participation.
- E.** We recommend that First Christian Church make giving envelopes available on a monthly or bimonthly basis. Currently, they are distributed annually. Such a service can increase the giving level for all causes dramatically.
- F.** First Christian Church needs to passionately promote stewardship among all members, especially for those not regularly supporting the church. Newer members usually have a two-year "lag" time before they become fully involved in supporting the church. Stewardship promotion will speed up this process for newer members and create a broader giving base in the congregation.
- G.** During the capital giving period, a consistent, solid program of budget growth is essential. Following the campaign, Cargill Associates would be delighted to show how other churches have established effective, long-range plans to create larger budget-giving bases.