

Executive Summary St. Luke's – Salisbury, NC

The parishioners of St. Luke's were surveyed through a Feasibility Study conducted by the Episcopal Church Foundation (ECF) in March of 2018. The purpose of the study was to determine the willingness of the members of St. Luke's to support a proposed capital campaign to raise up to \$1,080,000 to support the identified projects. The components of the plan to be funded through this campaign were HVAC Replacement and a Children's & Youth Ministry Endowment Fund.

All members of the parish were invited to participate in the Feasibility Study, and 56% percent of those who received a questionnaire participated, responding to the survey via personal interviews, electronic survey, or direct mail.

Responses indicate a significant level of support (99%) for conducting a capital campaign, although some expressed reservations. ECF recommends that the St. Luke's move forward with a capital campaign, due to the high amount of support, availability of volunteers to work on the campaign, and the willingness of respondents to contribute financially to it.

Study results indicate that 87% of respondents would contribute to a campaign at this time and another 12% simply were not sure at this time. By using the ranges of estimated gifts they indicated and applying a formula, which takes into account as yet unidentified gifts, as well as other relevant factors noted in the responses, ECF recommends that St. Luke's move forward with a capital campaign to raise \$443,000. More about this is explained in the Conclusions section, beginning on page 6. An additional challenge goal should be considered, to reduce the amount of financing necessary to ensure completion.

However, having put forth this goal, it should be noted that only 1 respondent said they would not give to the campaign and another 12 % were simply not sure at this time. This means that there are still likely sources of gifts, and these gifts will require personalized cultivation.

Based upon the comments and priorities expressed in the Study, all project priorities were favored with the HVAC replacement being of utmost importance. The general consensus is to move forward with the HVAC replacement. Strong support for Children's & Youth Ministry was also expressed, but there are varying opinions as to how to fund it. Leadership will want to continue to look at ways to strengthen this ministry, perhaps through annual funding.

Some concerns surfaced in the compilation of the results. The main concerns were around the ability to reach the goal for the proposed campaign and the lack of identified major gifts. Several respondents also referenced the current economic situation of the community and the limited financial resources of the parish in

relation to recent years. As this campaign moves forward, strategic communication efforts around the progress and participation should be considered to help address these concerns and keep parishioners engaged.

All comments provided by respondents are included in their entirety in the following report. These unattributed comments should be read thoroughly in order to obtain a complete understanding of all views expressed in the Study. This will prove very helpful to the campaign leadership and members of the Vestry as decisions are made about moving the campaign forward.