

Salem Lutheran Church
9143 Haskins
Lenexa, KS 66215

Summary of recent Feasibility Study Findings and Recommendations enclosed.

Salem Lutheran's Campaign Newsletter

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A Message From Pastor Dave



I want to thank everyone who participated in the Feasibility Study through interviews and the survey. Reading through the entire report, I learned a lot about our church and the thoughts of the people who make up our faith community. I can tell that the Holy Spirit is with us. Your participation in the survey is helping the Councils to make informed decisions about the future of our church. The Feasibility Study reports that members feel good about Salem and the sense of community and spiritual nourishment it provides. Respondents indicated a readiness to move forward with a capital campaign. This is very exciting to me.

In this newsletter are the findings and recommendations from the Feasibility Study Report. I strongly encourage everyone to take the time to read the entire newsletter. There is a lot of very good information included in it. Contact the office if you would like to see the entire 27-page report. Please remember to pray for the mission of our church, for those in our church community who are going through rough times, and for all those in our greater community. In Christ,
Pastor Dave
Rev. David Whetter
Pastor

**One Campaign
Two Appeals**
Mission Appeal
Formally known as
Annual
Stewardship Appeal
Growth Appeal
Formally known as
Capital Campaign

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- Invites new and less active members of the church to get involved.
- The campaign should respect the concerns of those on fixed incomes.
- Donations of personal property, crops, stocks and bonds should be encouraged throughout the campaign.
- The planned giving effort should be enhanced after the solicitation period of the capital campaign.

Financial Forecast: There is ample support for conducting a Growth (Capital) Appeal to address the most needed projects in the plan. Church Development's prediction of funds that can be raised is based on our analysis of the giving history of the church, the giving capacity of members, the responses from the Feasibility Study, and our experiences with churches with similar opportunities and challenges.

- Church Development believes in a quality three-year campaign focused on principles of good stewardship, prayer, and large membership involvement, Salem has:
- 80% chance of raising \$375,000,
 - 50% chance of raising \$450,000,
 - and 20% chance of raising \$525,000.

Needed
People to volunteer for one of the six campaign teams:

- Prayer
- Children & Youth
- Communications
- Events
- Ambassadors
- Thanks

If you want to get involved and feel a part of something bigger than yourself, join one of the six teams by calling the office and use the secret passwords "I can help".

Councils Review Study and Go Forward with Campaign

On September 23, 2014, Church and President Councils were presented with the result of the feasibility study and found it to be very informative.

Based on the results of the study, the Councils approved going forward with a campaign which would include two appeals, the Mission Appeal (formally known at Annual Stewardship Appeal) and Growth Appeal (formally known as Capital Campaign) and to contract with Church Development to manage our capital campaign. Commitment Sunday is set for December 7, 2014.

Findings & Recommendations From the Feasibility Study

What follows is a summary of the Executive Summary for the study. To get a copy of the full report, contact the office. Sixty-four (64) church members representing 52 households participated in the study. 30% of the total church households of 171. This is a good representation for a church the size of Salem and gives credibility to the data collected.

The Findings:
The percentages represent a combined percentage of persons who agree or strongly agree with the statement. When available the number in [] parenthesize represents the 2010 feasibility study data. The number found in the { } represent the 2007 data. When available, the average of other churches who have participated in a study like this one are shown.

- 92% [93%] {84%} say that Salem is meeting their spiritual needs. Other church average is 81%.
- 89% [95%] believe that Salem is providing ample opportunity for community/fellowship. Other church average is 80%.
- 84% [96%] {89%} said they have confidence in the leadership to make the right decisions for the future of

- Salem. Other church average is 79%.
- Growth Appeal (formally know as Capital Campaign) includes funding 2.5 additional staff to expand ministries. The ministries that need that need the most immediate attention in order of priority are: (% represent how often the ministry was chosen.)
 - Ministry to the less fortunate in our immediate community-43%
 - Young adult faith formation-28%
 - Adult faith formation-25%
 - Faith formation for children (under 7th grade)-23%

We have a vision that is amazing and exciting. We are inviting others to invest themselves through the resources that God has given them – their time, talent and treasure – in this work to which God has called us.

Findings Continued from page 1

When available the number in [] parenthesize represents the 2010 feasibility study data. The number found in the { } represent the 2007 data. The average of other churches who have participated in a study like this one are shown when available.

5. Growth Appeal (AKA Capital Campaign) will also address some delayed maintenance and upgrades to facilities. Below is the prioritized list from the members' responses.
 - Replace and upgrade Koinonia Hall roof within next 2 years - \$40,000 47%
 - Install 2 Stair lifts in Luther Hall - \$10,000 27%
 - Replace upper floor heating/cooling system in Luther Hall- \$30,000 25%
 - 54% [80%] {80%} are very supportive of the plan as outlined in the Case Statement." 35% marked "Neutral" with only 11% disagreeing with the statement. Other church average is 70%. Including Luther Hall in the plans adversely affected the level of support for the campaign.
6. Members need a lot more information. Below are their top questions.
 - What kind of added staff do we need and what will their job descriptions include?
 - How will we continue to fund the added staff person once the 3-year appeal is over?
 - How is the general financial health of Salem Lutheran Church?
 - What are the levels of support among other church members for The Plan outlined in the Case Statement?
7. 38 households offered a non-binding pledge to the Mission Appeal (AKA Annual Stewardship Appeal) in the amount of \$108,890 for an average offering of \$2,865.
 - 27% said the amount was more than last year
 - 35% said the amount was the same
 - 8% said it was less
 - 18% didn't know
 - 12% said other
8. Members were asked, "If the Growth Appeal (AKA Capital Campaign) were held today, how much would you consider committing to the Appeal over 3 years? 29 [54] {51} households offered \$117,340 [\$330,000] {\$317,000} for an average non-binding offering of \$3,177 [\$6,111] {\$6,215}.
9. The main reasons people make financial commitments to Salem are:
 - God has first blessed me-53%
 - I want to see Salem grow and reach more people-43%
 - I believe in the mission of Salem-27%
10. The main reasons people don't make financial commitment to Salem are:
 - Because I can't afford to
 - Because I don't know or agree with where the money is being spent
 - I plan to contribute but I don't make pledges to my church
11. Here are the most often mentioned obstacles to Salem conducting a successful campaign this fall.
 - Concern about Salem's ability to fund the regular operating budget each year
 - The general economy and its impact on families
 - The changing demographics of Salem
 - The ambiguity of the plan
 - Lack of clarity of a long-rang church plan
 - Campaign fatigue
12. 14 [23] {39} members offered to assist with the campaign.

Challenges:

1. Generally, when matched up with other churches Church Development has worked with, Salem is doing well; however, there are some challenges.
2. Less member participation in the study than in earlier studies.

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3. Members question why do a Growth Appeal (AKA Capital Campaign) when the operating budget is not balanced.
4. Concerns that were raised throughout the study need to be addressed.
5. To grow as a membership, we need to expand ministries and we need more usable space. Members don't think Salem can afford this at this time.
6. Updating Luther Hall is not a good idea at this time.
7. Members are confused with the terms Mission and Growth appeals.
8. Members are perplexed about the 2007 long-range plan.
9. Members need more information about the current plans.
10. The non-binding money offered for the Growth Appeal (AKA Capital Campaign) was less than average.
11. There are many members who are on limited or fixed incomes.
12. The perception of an aging membership.
13. Some concern about church's ability to finance a Growth Appeal (AKA Capital Campaign) and the impact regular giving.

Current Church Financial Condition:

1. There are currently 171 [177] {170} households at Salem.
2. The total offertory income for 2013 was \$357,000.
3. 84 households (49%) pledged \$312,387 to the 2014 Mission Appeal (AKA Stewardship Appeal).
4. The average 2014 pledge is \$3,719 (an increase of 22% over the 2013 average pledge of \$3,050)
5. 57 households contributed \$50,300 in 2013 but did not make a pledge.
6. The average household gross income for a majority of Salem is approximately \$60,064.
7. The average contribution is 3.5% of average gross income for Salem members, which is better than the 2% average for Lutherans.

Church Debt:

Salem has a debt of \$406,000 from the construction of the addition to the church and purchase and renovation of Koinonia Hall. The interest rate is 4.875% with monthly payments of \$4,697. The loan will be paid off in August of 2023.

Previous Church Campaign:

In 2007, Salem established a long-range plan that included an addition to the church in the first phase.

1. The 2007 capital campaign was conducted to construct the church addition and raised \$513,898 from 86 households for an average gift of \$5,975.
2. The 2010 campaign was conducted to pay down the debt from the construction. It raised \$507,900 from 114 households for an average gift of \$4,455.

Recommendations:

1. Amending the plan to omit most of the updates to Luther Hall and update the sanctuary.
2. With an amended plan, Salem is in a good position to go forward with a Campaign in the fall of 2014.
3. Conduct the Mission Appeal (AKK Annual Stewardship Appeal) concurrently with the Growth Appeal (AKA Capital Campaign).
4. Acknowledge that these are difficult financial times.
5. The campaign should be conducted with prayer and with member involvement.
6. The campaign should include a special effort to solicit larger donations.
7. Members should be provided opportunities to ask the following questions:
8. What kind of added staff do we need and what will their job descriptions include?
9. How will we continue to fund the added staff once the 3-year appeal is over?
10. How is the general financial health of Salem Lutheran Church?

You cannot present to God any amount of money, good works, or possessions in to merit His favor. The Christian life actually begins when you yield your heart and life to Christ and receive what He wants to give you -- eternal life, forgiveness of sins, assurance of heaven when you die, a brand new start, and a relationship with Himself