

Financial Feasibility Study Results

July/August 2022



Stewardship FOR US
Building Cultures of Generosity and Commitment



St. John's
UNITARIAN UNIVERSALIST CHURCH

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My Background

Rachel
Maxwell



- Unitarian Universalist for 25 years
- Member of Edmonds UU Congregation in WA
- MBA, founder of community funding platform
- Leads workshops on Money Value & Meaning
- Experienced UU fundraiser
- Stewardship for Us
 - Five team members
 - UU Congregations only
 - UUA endorsed
- Passionate about building sustainable, generous, UU congregations and making their missions and visions manifest in the world-- A world which could not possibly need it more!

- A study to determine the financial feasibility of your project
- Extensive in-person confidential interviews with members of the congregation.
- Data analysis to determine a reasonable and educated window of likely fundraising capacity.
- Identification of potential major gifts for leadership/quiet phase of campaign.
- Identification of legacy gifts.
- Identification of campaign strategies.

What is a Financial Feasibility Study?

- Determine the readiness of St. John's to conduct a capital campaign to finance renovation of your facility
- Estimate how much money you might be able to raise for your project
- Provide important data and intelligence to campaign leadership
- Help refine messaging and strategy for your campaign
- Prepare members of the congregation for a capital campaign
- Inspire confidence and develop understanding of what is possible

What
are the
benefits of a
Financial
Feasibility
Study?

Why are
you
here?

St. John's is committed to creating a safe and caring community, working for peace and social justice, and celebrating beliefs that respect freedom of thought.

St. John's
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What you
want to do:

- ✓ Responsibly preserve an architectural treasure
- ✓ Create more attractive, updated, useable, and welcoming spaces for members, families, and the wider community



Feasibility Study Methodology & Scope

- Participants in the study were selected to be generally representative of the diversity of the congregation with an over-weighting of potential larger contributors.
- 30 face-face-interviews via zoom were conducted with 51 individuals representing 30 households
- Information was obtained from 22% of the 137 current pledging households. These households account for 57% of the St. John's total annual pledges for 2022/23.
- A set of survey questions were used to ensure a standard set of data was collected.
- Data was analyzed taking into account both qualitative and quantitative information to measure the emotional and intellectual support of the campaign as well as the amount of money that may be raised.



St. John's Feasibility Study: Survey

- FFS Survey questions covered:
 - Familiarity and support for the project
 - Importance of the project to the congregation and their personal vision for St. John's future
 - Likely financial contribution to the campaign
 - Factors that might affect level of giving
 - Compliments and concerns about the project, campaign and congregation
 - Planned giving and bequests
 - Volunteer contributions to the campaign

Note that data where participants gave permission to have their names shared will be conveyed to the appropriate leaders.



St. John's Feasibility Study: Analysis

- Multiple scenarios were used to estimate the amount of money that might be raised and to help set an attainable campaign goal.
- The giving levels indicated by participants were used to create multiples of their annual giving and these were then used to project beyond the study group to the full compliment of pledging units.
- Results were adjusted to reflect the bias of the study sample toward likely generous givers.
- Several scenarios were run to provide a range of likely outcomes.
- The intended gifts indicated by the participants were slotted into the giving levels on the sample gift chart those interviewed were shown.



St. John's Feasibility Study: Qualitative Results

- Participants were familiar with the project. 94% indicated they were either very familiar or somewhat familiar with the project.
- 90% had read about the project and reviewed the master plans. 84% felt they had enough information. The average rating for the effectiveness of the engagement in the project was 7.2 out of 10. Some participants expressed confusion about the different options.
- The project enjoys strong support from participants. On a scale of 1 to 10 it was given an average rating of 8.1 in importance to the future of the congregation.



St. John's Feasibility Study: Qualitative Results

- The project was given an average of 6.8 in importance to the personal visions for the congregation of the participants. This lower rating is largely because people did not fully understand the connection between the project and attracting families to the congregation.
- Many expressed gratitude for the tremendous efforts of the Building and Capital Campaign teams as well as for many others in the congregation.
- There was concern expressed by more than a third of the participants about the internal unrest amongst some members and the minister.



St. John's Feasibility Study: Quantitative Results

- Contributions totaling between \$569,900 to \$603,900 were indicated in the study. This is 3.8 to 4 times the annual giving of the participants.
- Gifts indicated for the Campaign ranged from zero to \$150,000.
- Half of the participants indicated they may be inspired and able to give more if it were close to the goal or there were a second ask.
- 16 of the 29 gifts indicated in the study were major gifts of over \$10,000.
- 94% of those participating in the study planned to make a gift to the campaign.



St. John's Feasibility Study: Quantitative Results

	Gift Range	# of Gifts Needed	Totals	# of Gifts Indicated	Total of Gifts Indicated
A	\$150,000 or higher	1	\$250,000	1	\$150,000
B	\$100,000 to \$149,999	1	\$100,000		
C	\$50,000 to \$99,999	4	\$230,000	2	\$111,000
D	\$25,000 to \$49,999	8	\$220,000	4	\$140,000
E	\$10,000 to \$24,999	12	\$135,000	9	\$120,000
F	\$5,000 to \$9,999	15	\$75,000	5	\$30,000
G	\$2,000 to \$4,999	33	\$70,000	5	\$16,500
H	up to \$1,999	46	\$20,000	3	\$2,400
	TOTAL	120	\$1,100,000	29	\$569,900

The left three columns were shown to interviewees as a potential gift chart for a campaign of \$1.1M



Feasibility Study Participants: Demographics

- Participants demographics:
 - Ages – less than 20% of participants were under 50
 - Incomes – 80% had incomes over \$100,000 per year
 - Family – 15% have children in RE and another 20% have had in the past
- Each giving quartile of participants' annual giving was represented.
 - At least three major gifts indicated by participants in quartiles one, two and four.

	% interviewed	#i n Quartile	# interviewed
Top Quartile	100%	7	7
2nd Quartile	85%	13	11
3rd Quartile	36%	22	8
4th Quartile	4%	95	4

St. John's Feasibility Study: Results

The Study indicates you should
be able to raise
\$800,000 to \$900,000

A stretch goal would be \$1M

This is 3 to 3.5 total annual giving
for the congregation.



Next Steps



- Determine scope and prioritization of project
- Set a goal and communications plan
- Quiet leadership phase
- Make lists of households and others to approach about contributing
- Training for those visiting households
- Launch of campaign
- Visits to every household
- Timeline for building project
- Planning for cash flow – do you need a bridge loan?

Make no little plans.

They have no magic to stir the blood and probably will not be realized.

Make big plans.

Aim high in hope and work, remembering that long after we are gone our work will continue to be a living thing.

Remember that our children and grandchildren are going to do things that would stagger us.

So, make no little plans.

– Daniel Burnham



Thank
you for
all you
are and
do!



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