

Trinity Episcopal Church of Covington

2019 CAPITAL CAMPAIGN STUDY REPORT OVERVIEW

(Please note: consultant insights provided in italics)

STATISTICAL SUMMARY:

- A combined total of 234 units were exposed to the Study materials, and 100 units responded, for a total response rate of 43%.*
- 16 households were personally interviewed.
- A total of 175 online questionnaires were emailed to the church community.
- Of those, 42 were returned, for an online response rate of 24%.
- An additional 35 responded online anonymously, via the weblink.
- A total of 43 questionnaires were direct mailed to the church community.
- Of those, 8 were returned, for a mail response rate of 19%.

This response rate expresses a very good representative involvement, lending credibility to the Study findings.

RESPONSE FINDINGS:

1. 81% were aware Trinity is considering a capital campaign; 11% were somewhat aware; only 4 respondents were not aware.

These results indicate a good job of communicating about exploring a capital campaign.

2. 35% were familiar with all the plans; 45% were familiar with some; only 16% were not aware.

These results indicate church leadership has prepared the ground for a major capital campaign.

3. 54% were in favor of the proposed campaign; 34% were in favor with some concerns; only 5% were opposed.

These results indicate the community supports a campaign, but there are concerns that should be addressed.

4. 84% respondents were annual pledgers; 9% were not.

These results are in the expected range. Because gifts to a capital campaign come from about 80% of already pledging members, this indicates the report reflects perspectives of those who would be giving.

5. 47% were in favor of fall 2019 timing; 37% had no strong feeling; 9% were opposed.

These results are an endorsement that a campaign could proceed as scheduled.

6. 59% felt that the current local economy is good; 21% felt that the local economy is fair; 11% felt that the local economy is excellent; none felt that the local economy is poor.

People are feeling optimistic about the local economy, therefore they are more likely to give to a major campaign effort. Many understood that the current local economy is not universal and is creating greater needs for many in the community.

7. 49% felt that the local economy is improving; 39% felt that the local economy is holding steady; only 3% felt that the local economy is declining.

These results indicate economic optimism, thus more inclined to make gifts.

8. 14% believed the proposed \$2.7M goal could be attained; the majority of respondents (63%) were not sure; 15% do not believe the goal could be attained.

These results indicate the proposed goal is too ambitious. Respondents' proposed goals for a capital campaign ranged from \$500K to \$2M.

9. Project prioritization (based on cumulative points):

Preservation & Maintenance Endowment	258
Kitchen Improvements	241
Resurface the Children's Garden	211
Staffing Endowment	202 -7
Tower Entrance Renovation	199
Assisted Hearing System in Sanctuary	198
Retire the Debt	176 -13
Renew Garden Trees, Shrubs & Plants	165
Install Solar Panels on Roof	154 -6
Church Van Fund	123 -14

10. 81% were willing to contribute; 12% were not sure; only one person was not willing to contribute.

These results are a positive indication that a campaign can proceed.

11. 28% of respondents were willing to volunteer for a capital campaign; 45% were not sure at this time.

These results indicate sufficient volunteers for the campaign process.

12. With regard to planned giving, 12 respondents indicated that Trinity Episcopal Church is already in their will. Results additionally indicated that:

- 10 plan to make a gift through a bequest in their will
- 5 plan to place cash or securities in a charitable gift annuity
- 5 plan to make the church the beneficiary of a life insurance policy
- 4 plan to donate appreciated real property such as a house, vacation home, or farm

This indicates a strong connection to the mission and work of the church, and a willingness to leave a legacy gift in response to a campaign.