



Capital Campaign Feasibility and Visioning Survey

**St. Luke Lutheran Church
Portland, OR**

Fall 2024

Background for Study

- **History of Process**
- **Partnership with Consultant**
- **Survey Model and Approach**
- **Survey Planning and Materials Development**

Survey Objectives

The objectives of the survey were to determine:

- Connection to, perceptions of and attitudes toward St. Luke Lutheran Church**
- Awareness of and attitudes toward the proposed renovation projects and capital campaign**
- Anticipated gift support from congregational members for the renovation projects**

Survey Objectives

- **Factors that may have a bearing on the success of a Capital Campaign**
- **Definition of the project, information currently available to members and feedback from the membership**

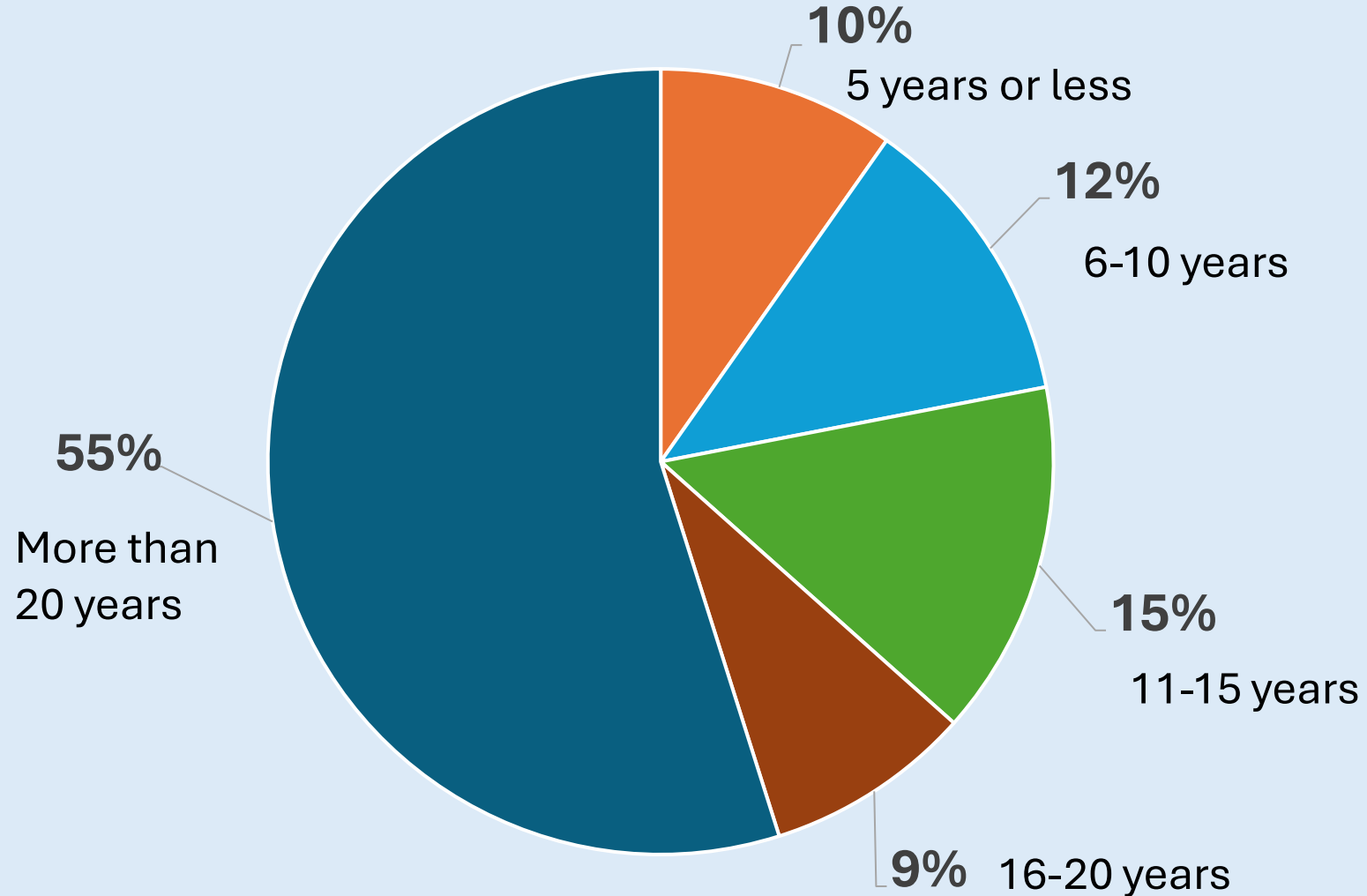
Survey Methodology

- **The survey was designed to elicit feedback from a sampling of the leadership/active participants of St. Luke Lutheran Church.**
- **Confidential and personal interviews were held with a total of 29 households.**
- **Paper and online surveys were also made available to the entire membership. 29 paper and 36 online survey responses were received.**

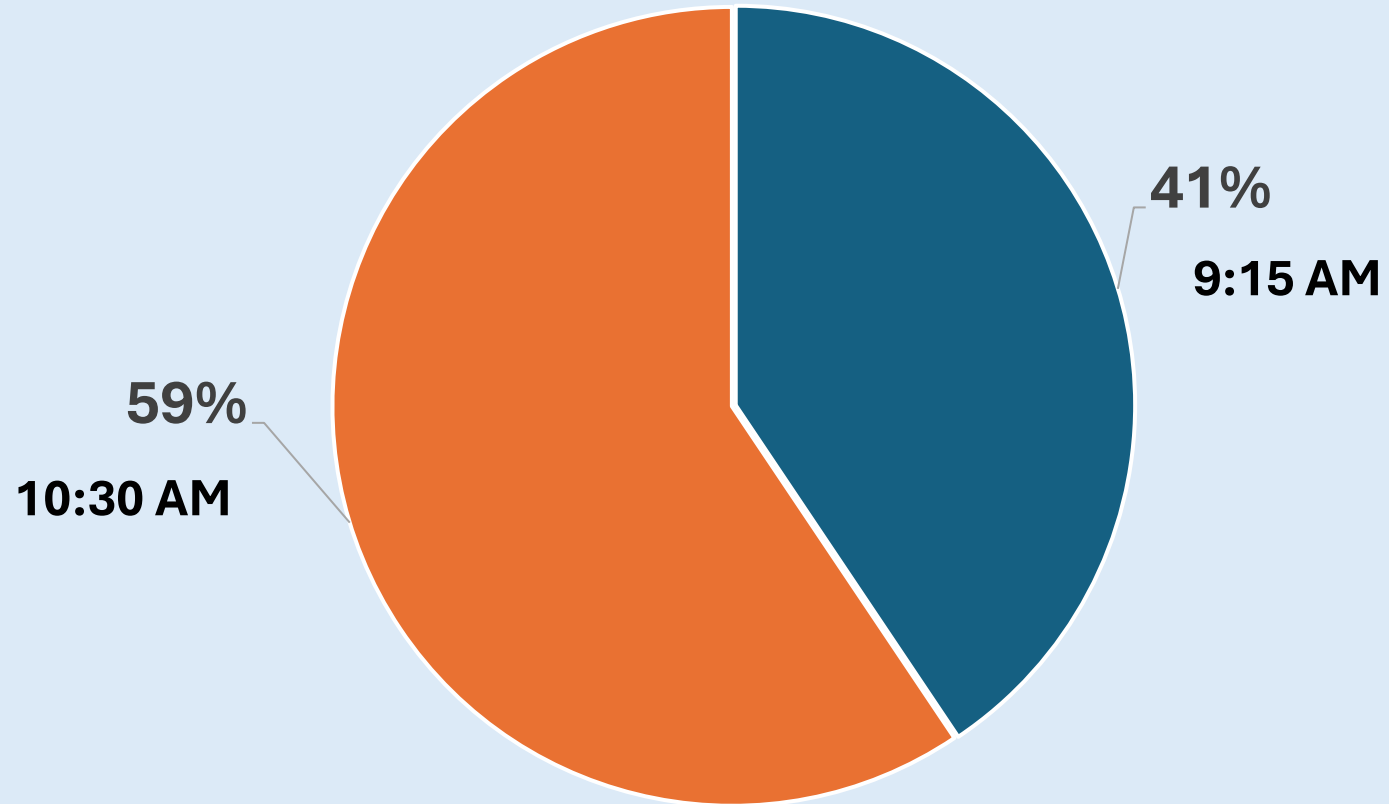
Survey Methodology

- **Total Responses = 94**
- **All participants had the opportunity to review the following documents:**
 - ✓ **A “Case for Support” document which articulated the proposed renovation projects**
 - ✓ **The Visioning and Feasibility Survey Questionnaire**

How Long Have You Attended St. Luke Lutheran Church?



Which Worship Service Do You Most Frequently Attend?



Additional Respondent Background Information

What do you do with your daytime hours?

Various answers

What drew you to St. Luke Lutheran Church, and/or what keeps you coming?

Welcoming/Friendly

Sense of Community

Friends/Relationships

Social Concerns/Outreach

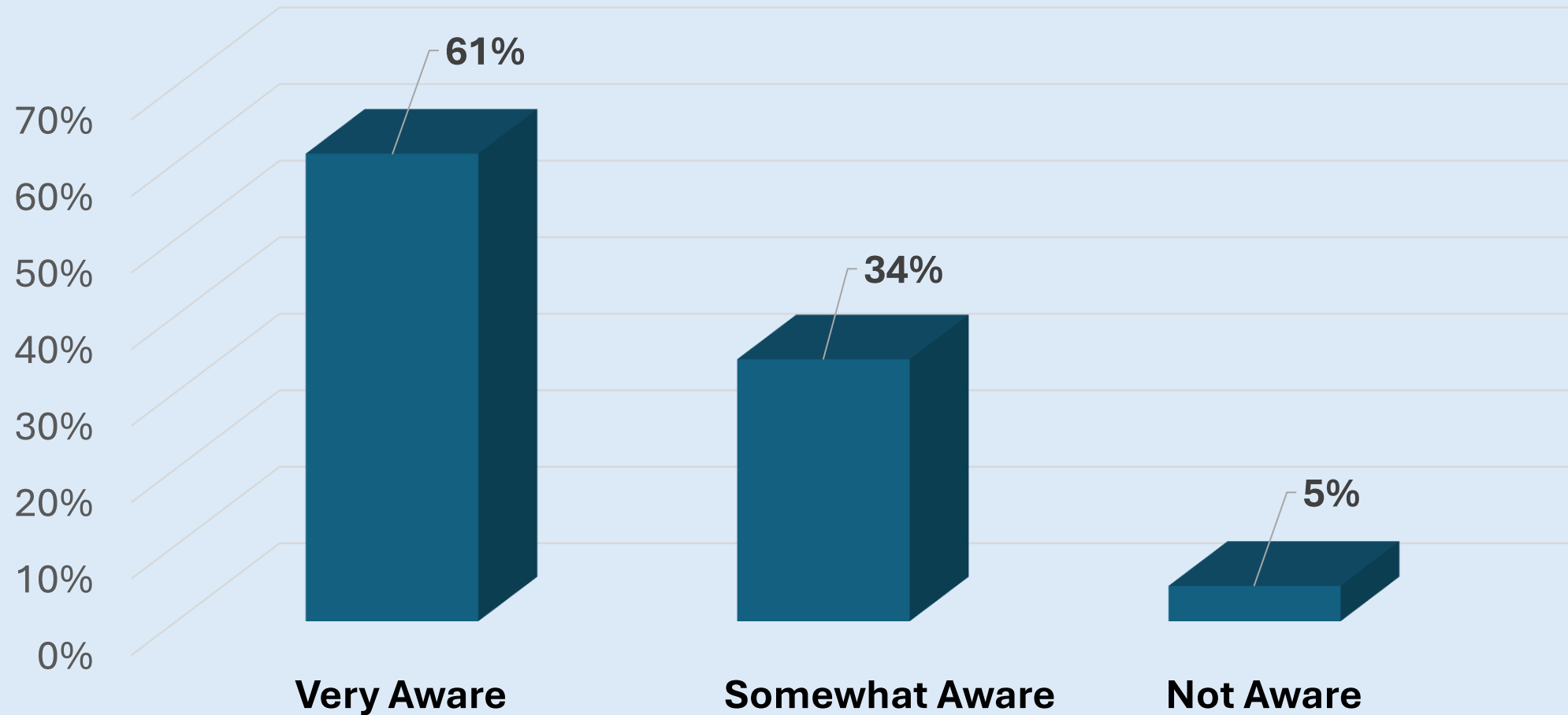
Worship and Music

Good Pastoral Leadership

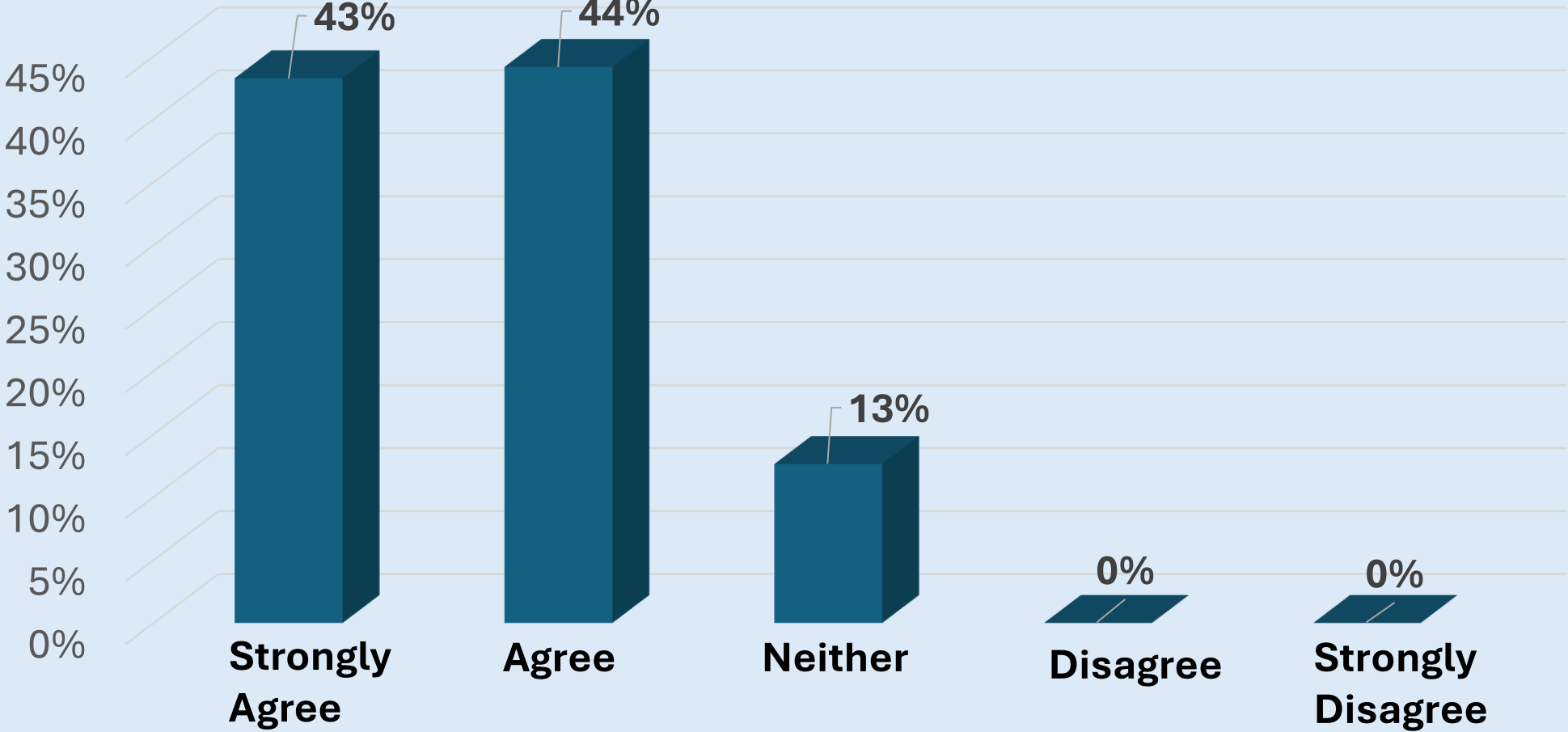
Proximity

Relatives/Family

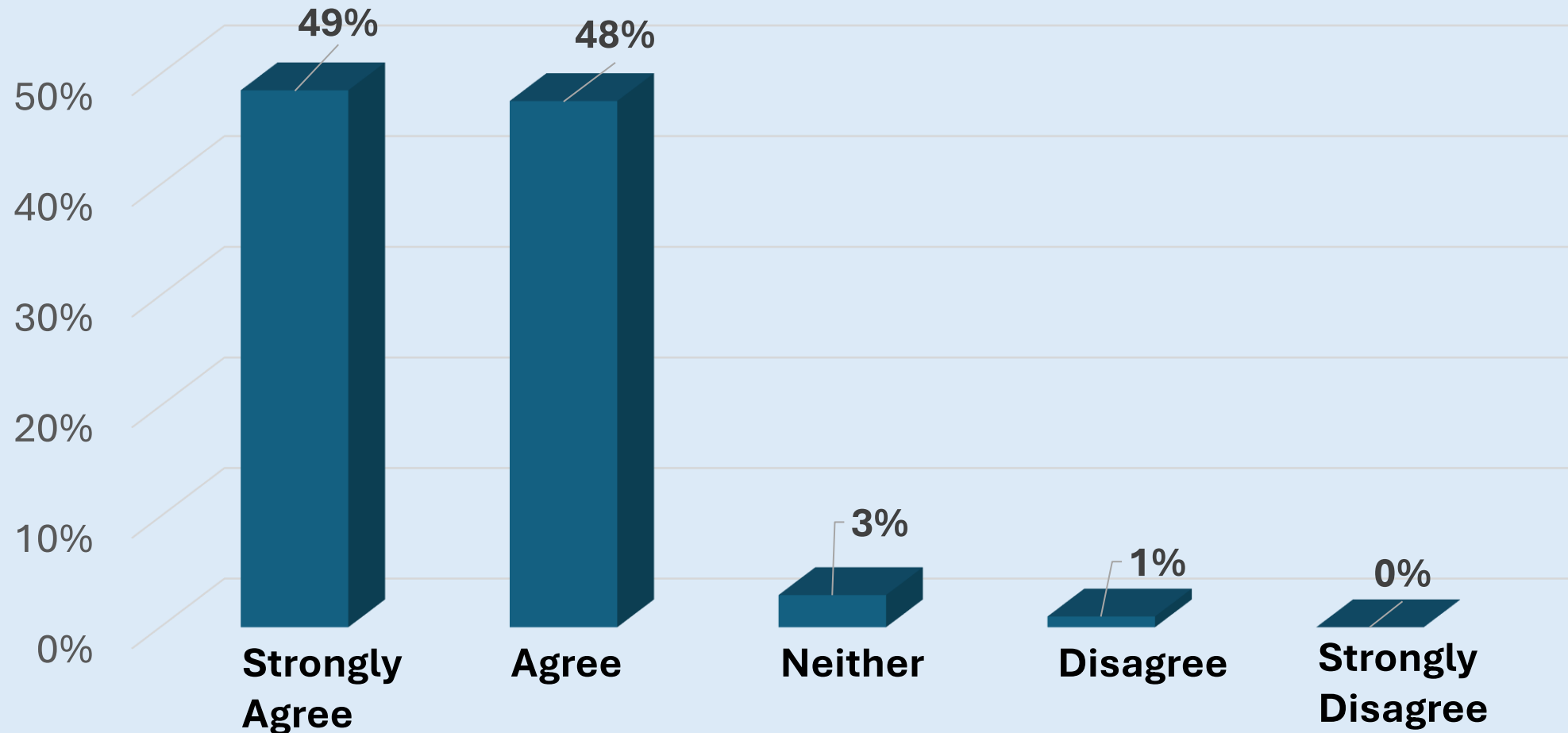
To what extent have you been aware of the proposed projects?



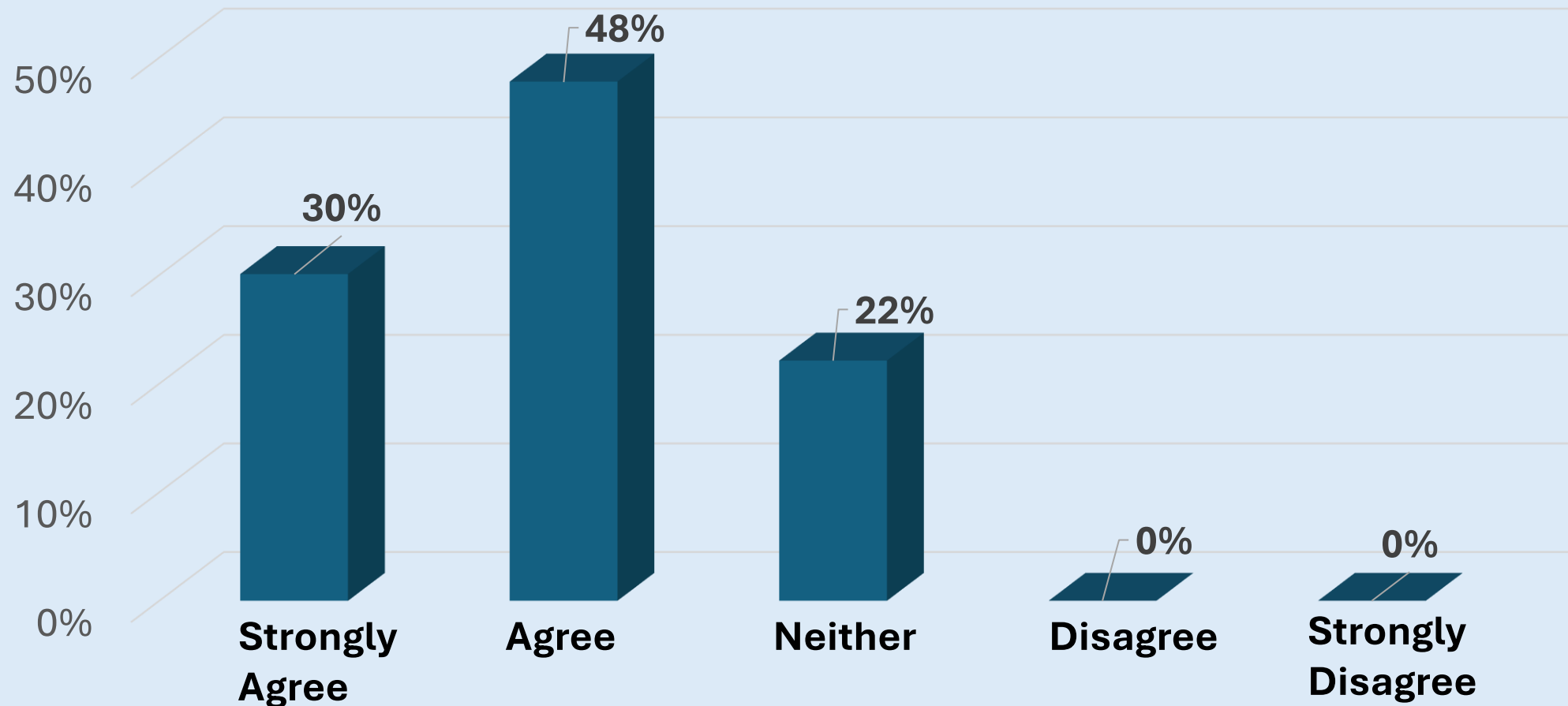
I support St. Luke Lutheran Church conducting a capital campaign to fund the proposed projects.



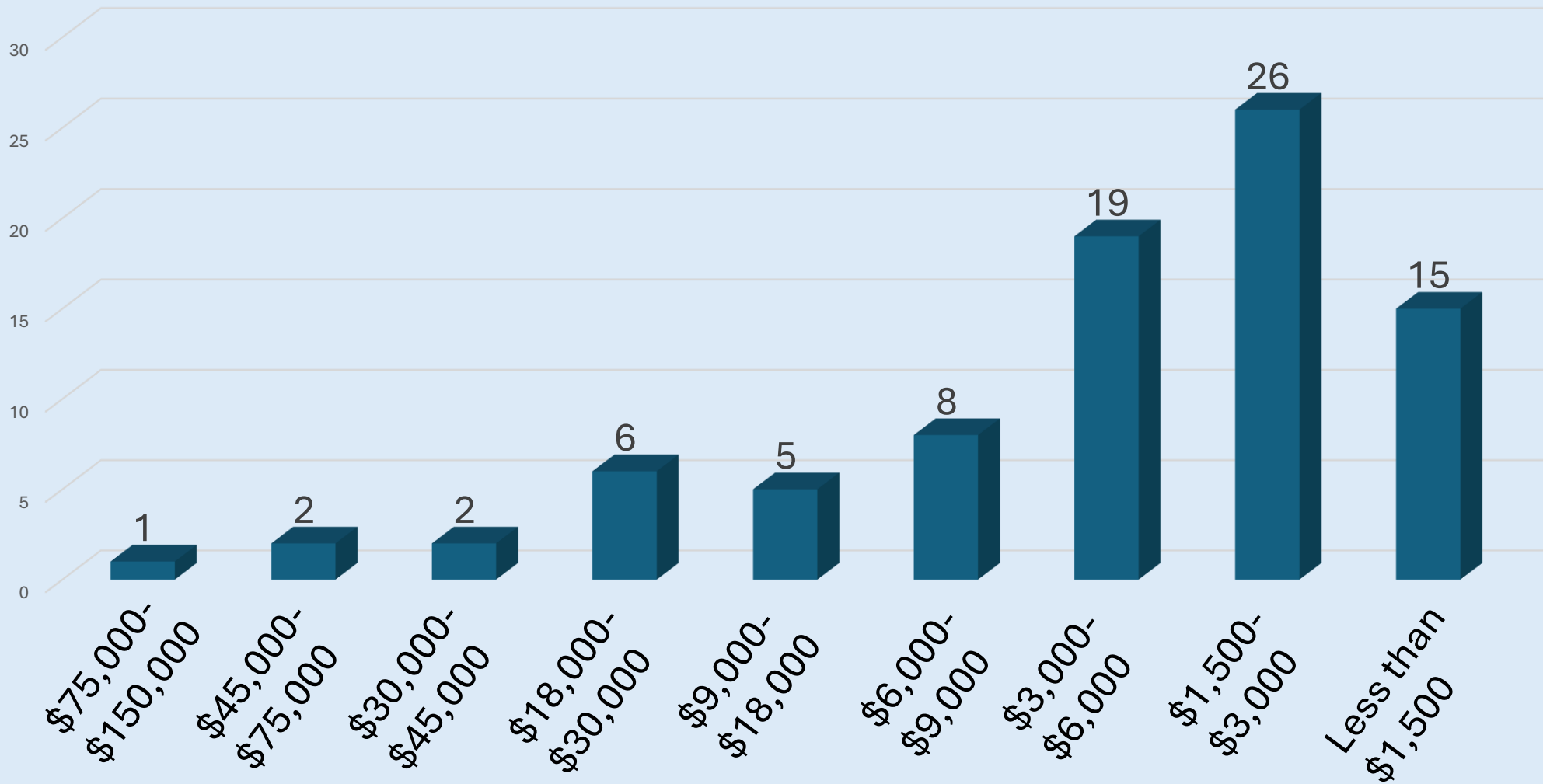
I feel I know enough about the mission of St. Luke Lutheran Church to consider a financial commitment to a capital campaign.



I support environmentally-conscious design for our church projects, event if costs are higher.



Estimate of Capital Campaign Financial Commitment



Estimate of Capital Campaign Financial Commitment

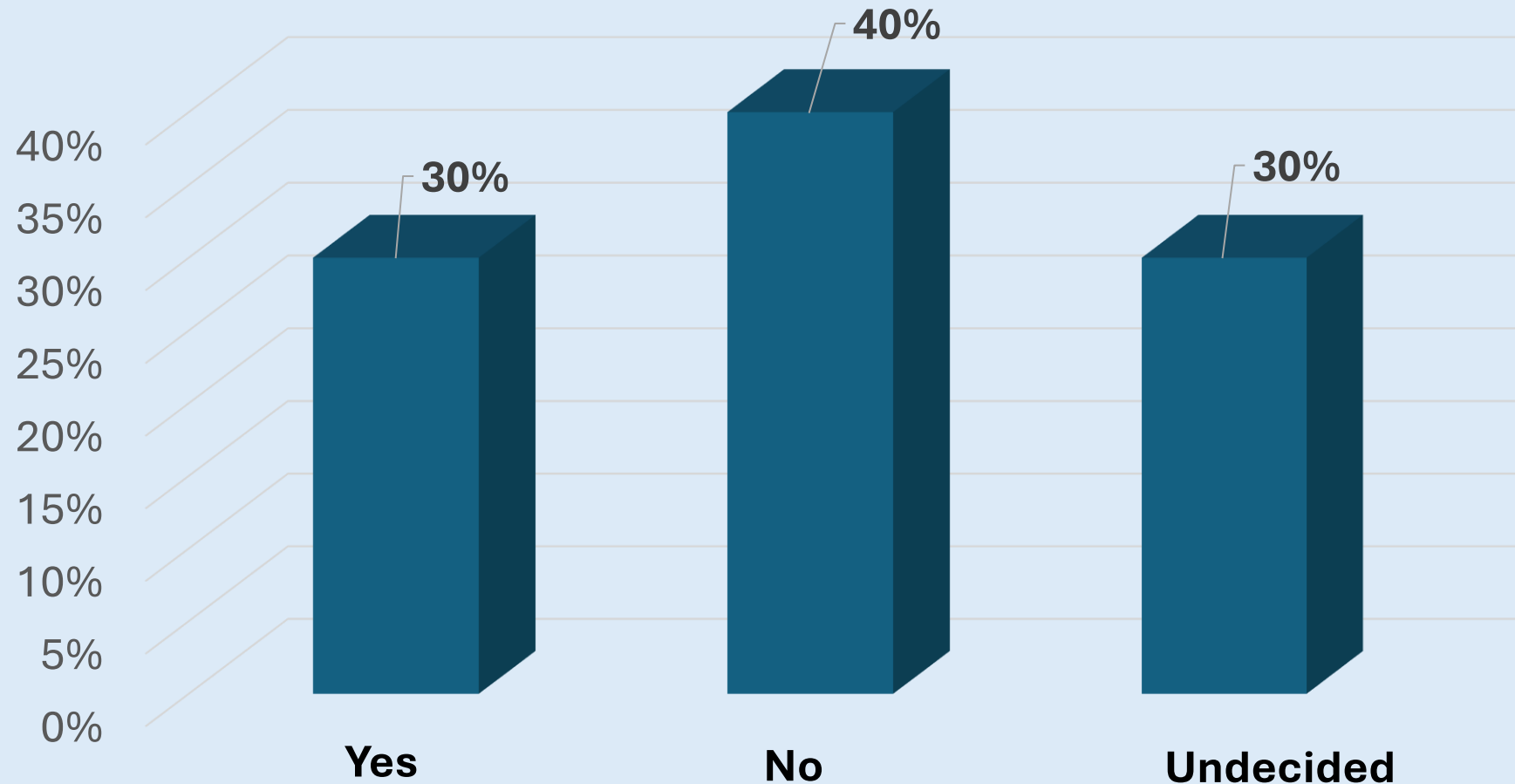
Explicit Financial Commitment Estimate

Range = \$540,000 - \$931,500

Projected Goal Capacity

Range = \$1.75M to \$2.5M

Should St. Luke Lutheran Church take a portion of capital campaign funds for benevolence giving?



Additional Information

Would you appreciate help considering how your gift could be made with assets other than cash?

Yes = 6%

No = 79%

Maybe = 15%

Do you work for an organization that has a matching gifts program?

Yes = 0%

No = 100%

Unknown = 0%

Additional Information

Whom would you recommend for a Capital Campaign Leadership Committee?

Various answers

If asked, would you consider serving as part of a task group or sub-committee for a capital campaign?

Yes = 21%

No = 48%

Maybe = 31%

Observations and Recommendations

- History, positive feelings, and personal dedication to St. Luke Lutheran Church.**
- Pastoral and lay leadership strengths.**
- Importance of continued emphasis on – and growth of – annual stewardship.**
- Need for further definition and ongoing communication regarding the renovation projects.**

Observations and Recommendations

- **Financial resource and volunteer leadership strengths on which to found a capital campaign.**
- **Capital campaign timing. Build on strengths and capture current capacity, interest and momentum.**