

Fundraising Planning Study Report

In November-2020, a fundraising feasibility study was conducted by Walsh and Associates (Church Capital Campaign Specialist→). On December 7, 2020, the results of the study were presented to Salem's Fundraising committee representatives.

Salem leaders wish to express our heartfelt gratitude to congregation members for their active participation and for embracing the mission at Salem. We had over 100 members participate in the Town Hall meeting, the feasibility meetings and/or survey. This shows strong representation from the congregation and engagement in the future planning of the church.

It is with great joy that we share that the study indicates Salem should anticipate a successful campaign to **raise between 1.2-1.6 million dollars** to fund much needed repairs and other enhancements to Salem's building.

The study's primary purposes were to determine the climate for fundraising, assess overall satisfaction with the church, determine awareness of and acceptance of the planned project and campaign and philanthropic funds that may be available within our environment and community. Additionally, the study looked to identify volunteer leadership potential for a campaign and identify optimal success of such campaign for Salem's future.

The following will provide the study process, findings, and next steps:

Process of Study:

Preparation began with engaging the Walsh & Associates, preparation of survey questionnaires and identifying candidates for confidential interviews. Individual interviews were conducted with up to 30 active members/couples of Salem. An on-line survey was also available to participation with an additional 51 responses received. Data was compiled, analysis completed and Walsh & Associates then presented the report sharing conclusions and recommendations.

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Summary of Responses:

- ✓ 92% of participants shared they are very satisfied/satisfied with Salem and the programs and services the church provides.
- ✓ 98% of participants shared they were well informed/had general knowledge of the needed building maintenance and potential plans for some renovations to address current and future ministry needs.
- ✓ 89% of respondents agreed it was very important/important to address the building needs; 10% felt renovations would be nice to do.
- ✓ 95% were aware the church was considering a major fund-raising campaign to address needs.

Conclusions of Study:

The level of satisfaction with Salem is very high. Respondents were especially appreciative of Pastor Preston Fields and the consistent leadership he brings to the church. Discontent, which was very minimal centered around the need for better outreach to members during the pandemic and the need to fill key staff positions.

We can confidently share that the building improvements of tuck pointing, HVAC system updates and window repairs were at the top of the list. New bathrooms in the west wing, an emergency door in the east wing, and potential expansions of the food pantry were also identified by many as a higher priority.

Many comments were provided and it is important to know that we are listening to what is important to Salem's members and what needs are perhaps not answered in the current proposal. We are overjoyed with the enthusiasm and ideas that were mentioned in the survey.

There was variation in ideas and prioritization of potential renovations in the proposed schematic plans presented over the last months. This identifies the need to have further conversations and explore ideas such as the expansion of the narthex, a check in area

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for Sunday School and the sanctuary space. While many respondents like the idea of a better system for checking in Sunday School students, many felt that the current plans are still problematic and the right solution has not yet been identified. Many like the idea of expanding the Narthex, but would like more space than our budget will allow. While some are eager to change and enhance the building footprint, others express keeping the current footprint of the building.

Next Steps:

The study showed positive enthusiasm and support of moving forward with needed building repairs. Salem is in a unique and positive position financially as we don't have a mortgage and we have the commitment for a successful building campaign. Some members expressed concern of timing of a capital campaign. As we look to Salem's history, the church was built in turbulent times in the U.S. yet successful building, growth and expansion of Salem has occurred over the years.

It is important to note that the building repairs of tuck pointing, windows and HVAC system are essential to the functionality of the building; but equally important is that we continue to vision for the future of the church. Some renovations to enhance the ability for community outreach, hospitality, welcoming new members, diversity, developing programs and expansion of space, staff and ministry will need to be considered.

It will be essential to have ample, able and willing volunteer leadership for the campaign to be successful. The commitment from members to contribute to the campaign was favorable. Salem is blessed. Our giving has remained strong during the pandemic and the people of Salem have persevered. Some hesitancy was noted in respondents of the study to be willing to take on volunteer leadership roles; we know we have many who can assist and lead. Salem has great momentum and enthusiasm around the building campaign. **Our call to action at this point is specific. We need**

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volunteers to come forward to be part of leading this endeavor. Please discern, pray and consider your involvement for a successful campaign. These volunteer positions will be short term – a 6-month commitment. This is a great opportunity as *Walsh & Associates will provide training and assist in guiding the campaign*; leading change for Salem’s future is fulfilling!

In the next month, the committee will continue to review comments from the study and review the schematic plans. New proposals based on the feedback will be presented at the annual meeting for proceeding with repairs and renovations based on the capacity of the feasibility study for the building campaign.

The proposal will look at the items from the survey that had 50% or greater response of importance to consider renovations. A pared-down version of the schematics reflecting these renovations that have a positive consensus is attached.

It was clear from the comments that further discussion is needed in the areas of improving our narthex space and our Sunday School classrooms. We are committed to further discussion of these areas in the near future.

This is an exciting time for Salem. The study shows Salem’s members have compassion and are worried about our neighbors/members during the pandemic and wondering if now is the time for a capital campaign. The report is very promising that our members’ finances will support our campaign and we are vested in the future of Salem. Let us continue to be faithful stewards of our mission.

In Christ,

Capital Campaign Planning Committee members:

Pastor Preston Fields

Dan Docherty

Liz Ezell

Cindy Graves

Sue Herrmann

Phil Klein

Linda Linden

Roger Primm

Jenny Ruff

Adam Swedberg



Nominees 2021

Nominations will also be taken from the floor.

Council Nominees — Four 3-Year Terms (expiring January 31, 2024)

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|---|---------------------------------------|
| <input type="checkbox"/> Brandon Graves | <input type="checkbox"/> Linda Linden |
| <input type="checkbox"/> Erin Rowland | <input type="checkbox"/> Wanda Sabin |
| <input type="checkbox"/> Connie Seraphine | _____ |

Council Nominees — One 1-Year Term (expiring January 31, 2022)

- | | |
|--|-------|
| <input type="checkbox"/> Robert Warfield | _____ |
|--|-------|

Trust Fund Nominees — One 5-Year Term

- | | |
|---|-------|
| <input type="checkbox"/> Diane Lundbeck | _____ |
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Trust Fund Nominees — One 3-Year Term

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|---|-------|
| <input type="checkbox"/> Grant Hupy | |
| <input type="checkbox"/> MaryKate Iaccino | _____ |

Synod Assembly — Four (and 1 Youth/Young Adult) for June 2021

- | | |
|--|---|
| <input type="checkbox"/> Jen Docherty | <input type="checkbox"/> Brandon Graves |
| <input type="checkbox"/> Andrew Rex | <input type="checkbox"/> Bev Riebe |
| <input type="checkbox"/> Lily Baker (Youth/ Young Adult) | _____ |

Nominating Committee Nominees — Six 1-Year Terms

- | | |
|---|--|
| <input type="checkbox"/> Patti Beamsley | <input type="checkbox"/> Kathy Cain |
| <input type="checkbox"/> Betty Hampa | <input type="checkbox"/> Jenna Hoffman |
| <input type="checkbox"/> Ken Reinhardt | _____ |

Budget Approval 2021

- | |
|--|
| <input type="checkbox"/> Yes, I approve. |
| <input type="checkbox"/> No, I do not approve. |

Building Renovation Approval

- | |
|--|
| <input type="checkbox"/> Yes, I approve. |
| <input type="checkbox"/> No, I do not approve. |

You must be present for the meeting via computer or phone in order to vote. Drop off your ballot in the vestibule of the church within an hour of the meeting.

