

AUGUSTUS LUTHERAN CHURCH
TRAPPE, PA

FEASIBILITY STUDY REPORT

March 15, 2015

Welcome,
Thank You for Joining Us!!



PROFILE OF INTERVIEWEES

40 Interviews* 67 Participants

Interviewee Statistics

■ Number of male participants	32
■ Number of female participants	35
■ Number of couples	27
■ Number of Individuals	13
■ Interviews conducted at Augustus	35
■ Interviews conducted over the phone	5

**2 of these interviews were conducted after the close of transcription and tabulation, however their substance is reflected herein. No material impact on results was noted.*



PROFILE OF INTERVIEWEES

Average # of Years at Augustus – 30.8 Years

• 0-5 years	(1)	2%
• 6-15 years	(9)	24%
• 16-25 years	(9)	24%
• 26-40 years	(9)	24%
• 41-50 years	(2)	5%
• 51 plus years	(8)	21%

THE PROJECT / CHALLENGE

This Capital Campaign is proposed to raise funds for renovations at the Church; to enhance the worshipping experience, and provide a solid foundation for the future. The study tested the readiness of the church to raise \$1.2 Million, which would provide funding for the following projects:

Elevator Tower and Breezeway	400,000	Resurface Cemetery Driveway	50,000
Repoint front of Brick Church	210,000	Replace Carpeting in Office Area	8,000
Repaint Brick Church Steeple	35,000	Install Sound Damping in Classrooms	17,000
Replace Fellowship Hall Floor	20,000	Remove Dead and Dying Trees	20,000
Paint Outside Wood Trim on Parish House	20,000	Rewire Outdoor Lighting and Improve Lighting	25,000
Repaint Wood Trim on Brick Church	9,000	Seal Coat Parking Lot	7,000
Replace Storm Lines Around Kitchen	40,000	New Windows in Parish House Kitchen and Lower Level	25,000
Repoint the Sides and Back of the Brick Church	150,000	Replace 20 Shutters on Brick Church/30 Parsonage Shutters	14,000
Repaint Chapel	2,000	Replace Sidewalk on Main Street	60,000
Install Foundation Drainage System Around Entire Parish House	30,000	New Stove in Kitchen	40,000

OVERALL ATTITUDES

When asked, “Do you feel at home here?” rating from 1 to 3, the Interviewees responded:

Very Much (3)	33	87%
Somewhat/Sometimes (2)	5	13%
Not at all (1)	0	0%

Average Overall 2.9

“This is home. My heritage is here, and I feel very partial to the heritage of this church.”

SIGNIFICANT FINDINGS - STRENGTHS

#1. Church Community (23 mentions)

“I like the people in general. People are nice to each other.”

2. Children's/Youth Programs (12 mentions)

“Family atmosphere here is a strength. The Youth Group is a strong organization which provides youth opportunity to grow and serve.”

3. Pastor Weleck (11 mentions)

“Pastor Weleck is a blessing. He greets everyone with a smile, never misses an event, and is always there for everybody.”

SIGNIFICANT FINDINGS - STRENGTHS

Church Community	23	Activities/Programs	4
Children's/Youth Programs	12	Buildings/Campus	4
Pastor	11	Location	3
Music	10	Leadership	2
Community Outreach	10	WELCA Group	1
History, Age of Church	8	Committees	1
Liturgy/Worship	7	Faith	1
Christian Education	5	Environment	1
Traditional Lutheran Values	5	Size	1



SIGNIFICANT FINDINGS - **AREAS FOR IMPROVEMENT**

#1. Membership Growth (19 mentions)

“The church has gone through a large number of supplied pastors, and we lost membership as a result.”

#2. Member Involvement (10 mentions)

“Need more volunteers involved to prevent burnout of those doing everything now.”

SIGNIFICANT FINDINGS - **AREAS FOR IMPROVEMENT**

#3. Adult Programming (9 mentions)

“Services provided are good for some groups, but we have to do more to attract adults in the community – adults who are working and those who are at home.”

#4. Facilities (8 mentions)

“Many people in the community who might come to church will not because of needing to ride the lift instead of an elevator.”

SIGNIFICANT FINDINGS - **AREAS FOR IMPROVEMENT**

Membership Growth	19	The Transition	1
Member Involvement	10	Sermons	1
Adult Programming	9	Committees	1
Facilities	8	Missions	1
Youth Programming	5	Evangelization	1
Communications	4	Move Forward	1
Stewardship/Finances	4	Due Diligence	1
Welcoming/Hospitality	3	Family Participation	1
Pastor	2	Frugality	1
Services	2		



INFORMED PARISHIONERS

Awareness of the project:

32 (84%) were aware;

6 (16%) only learned of the project recently;

0 (0%) were not aware at all.

This is a high level of awareness, as expected, given the positive congregational vote to proceed with this feasibility study.

“We thought the project was only for the breezeway.”



PARISHIONER SUPPORT

Agreement with Plan

28 (74%) agree with presented plans;

10 (26%) agree with some reservations;

0 disagreed!

“I agree with this very strongly. We should start it as soon as possible and not wait for the funds to come in.”

“When we originally talked about this it was the breezeway, the pointing and the steeple work. I was blown away by the \$1.2MM number for the long list of things. I must be candid. If we are going to give money it's not going to be for trees or repaving sidewalks. This is a wish list.”



IS A CAMPAIGN THE RIGHT WAY?

Capital Campaign Process

32 (84%) agree; 6 (16%) agree with reservations;
0 (0%) disagree.

The members of Augustus Lutheran Church are not familiar with capital campaigns. Most members interviewed have never participated in any such campaign but agree one is necessary and should start as soon as possible.

“If people do not give to the Stewardship, why will they give to a capital campaign? If you can't support what you have, why would you add more? Elevators take a lot of maintenance.”



BELIEF IN FUTURE SUCCESS

Can this Campaign Raise the Money?

6 (16%) yes; 7 (18%) no; 16 (42%) maybe;
9 (24%) don't know.

“I believe \$600,000 can be raised. It would work if we give people a specific project they can get behind. I don't know if the resources are here now for \$1.2MM and I worry that it will jeopardize the stewardship campaign.”

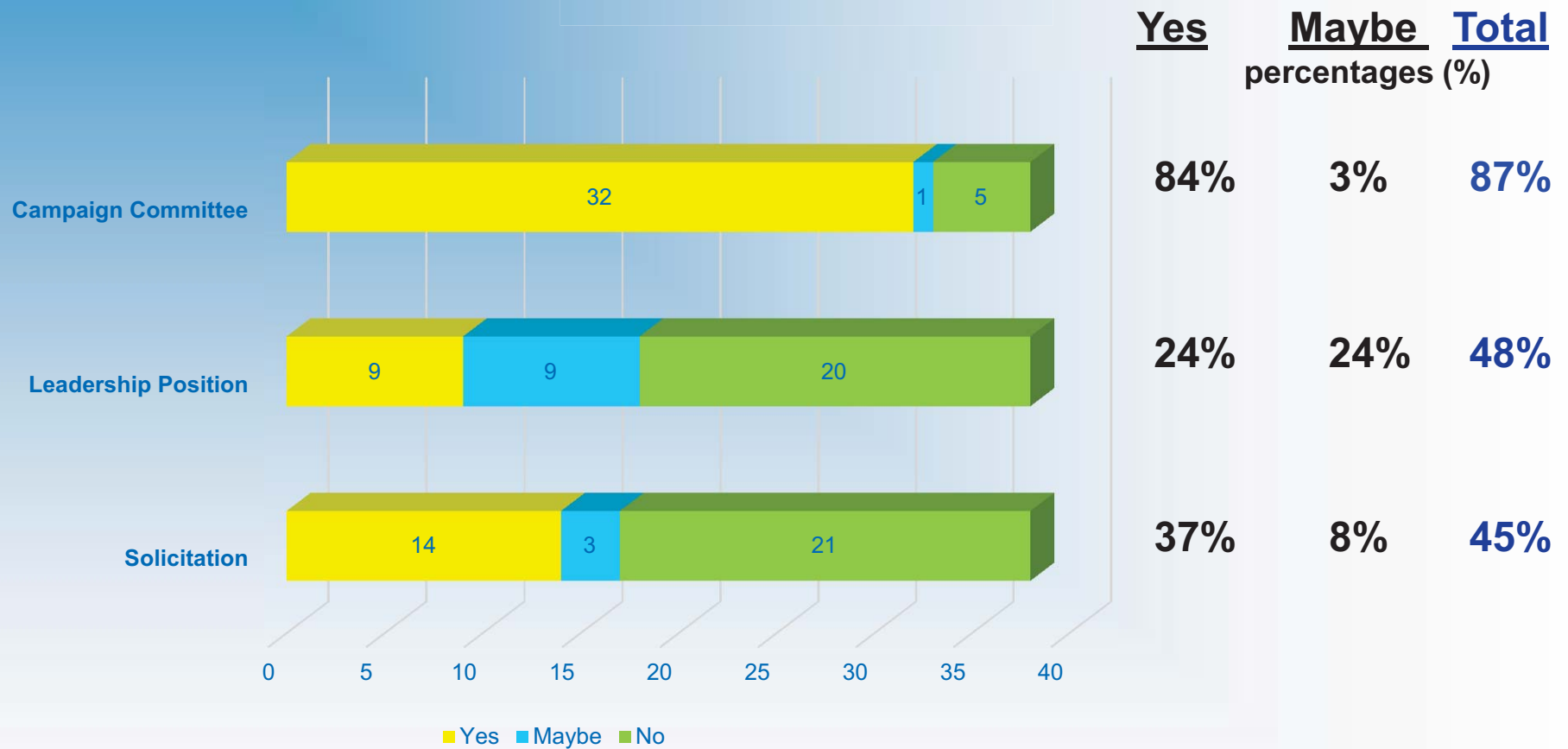
“I know that this is a significant list, and there is more to be done. I hope we can raise what we need, or do this in phases.”



The Five Steps To Success

- **Attend The Volunteers' Workshop**
- **Make Your Personal Commitment In Advance of Kick-Off**
 - **Solicit At Least One—Probably Five to Six Others**
- **Personally Acknowledge Anyone Whose Gift You Solicit—Whether They Give or Not**
 - **Pray Daily For The Campaign's Success**

WOULD YOU VOLUNTEER FOR...



STEWARDSHIP

Do you annually evaluate your stewardship pledge with an eye towards increasing it?

Yes	34	89%
No	0	0%
Sometimes	4	11%

“I put down a pledge amount and then I try to exceed it each year.”



RANGE OF GIFTS-The Test

Augustus Lutheran Church

Trappe, PA

Range of Gifts

\$1,200,000

(3-year pledge)*

# of Gifts		\$ Amount		\$ Total
		<i>Major</i>		
1		\$100,000		\$ 100,000
2		75,000		\$ 150,000
3		50,000		\$ 150,000
4		25,000		\$ 100,000
10				\$ 500,000
		<i>Leadership</i>		
10		15,000		\$ 150,000
16		10,000		\$ 160,000
25		5,000		\$ 125,000
51				\$ 435,000
61		Sub Totals		<u>\$935,000</u>
		<i>General</i>		
35		\$3,000		\$ 105,000
40		2,000		\$ 80,000
50		1,000		\$ 50,000
60		below \$1,000		\$ 30,000
185				\$ 265,000
246		TOTALS		<u>\$1,200,000</u>
*Donor's Option				

RANGE OF GIFTS-Low Responses

Augustus Lutheran Church				
Trappe, PA				
Range of Gifts \$1,200,000 (3-year pledge)*				
# of Gifts		\$ Amount		\$ Total
		<i>Major</i>		
1	1	\$100,000	\$ 100,000	\$ 100,000
2	0	75,000		\$ 150,000
3	1	50,000	50,000	\$ 150,000
	1	30,000	30,000	
4	1	25,000	25,000	\$ 100,000
10	4		\$ 205,000	\$ 500,000
		<i>Leadership</i>		
10	3	15,000	45,000	\$ 150,000
	1	12,000	12,000	
16	3	10,000	30,000	\$ 160,000
	1	9,000	9,000	
	1	8,000	8,000	
25	10	5,000	50,000	\$ 125,000
51	19		\$ 154,000	\$ 435,000
61	23	Sub Totals	<u>\$359,000</u>	<u>\$935,000</u>
		<i>General</i>		
35	5	\$3,000	\$ 15,000	\$ 105,000
40	1	2,000	2,000	\$ 80,000
50	4	1,000	4,000	\$ 50,000
60	2	below \$1,000	1,000	\$ 30,000
185	12		\$ 22,000	\$ 265,000
246	35	TOTALS	<u>\$ 381,000</u>	<u>\$1,200,000</u>
*Donor's Option				

RANGE OF GIFTS-High Responses

Augustus Lutheran Church				
Trappe, PA				
Range of Gifts \$1,200,000 (3-year pledge)*				
# of Gifts		\$ Amount		\$ Total
		<i>Major</i>		
1	1	\$100,000	\$ 100,000	\$ 100,000
2	0	75,000		\$ 150,000
3	1	50,000	50,000	\$ 150,000
	1	30,000	30,000	
	2	20,000	40,000	
4	1	25,000	25,000	\$ 100,000
10	6		\$ 245,000	\$ 500,000
		<i>Leadership</i>		
10	4	15,000	60,000	\$ 150,000
	1	12,000	12,000	
16	5	10,000	50,000	\$ 160,000
	1	8,000	8,000	
	2	6,000	12,000	
25	7	5,000	35,000	\$ 125,000
51	20		\$ 177,000	\$ 435,000
61	26	Sub Totals	<u>\$422,000</u>	<u>\$935,000</u>
		<i>General</i>		
35	5	\$3,000	15,000	\$ 105,000
40	1	2,000	2,000	\$ 80,000
50	2	1,000	2,000	\$ 50,000
60	1	below \$1,000	500	\$ 30,000
185	9		\$ 19,500	\$ 265,000
246	35	TOTALS	<u>\$ 441,500</u>	<u>\$1,200,000</u>
*Donor's Option				

**RESPONSE TO ANTICIPATING THE LEVEL
OF A 3-YEAR COMMITMENT*,
BASED ON A PLEDGE OR ONE TIME GIFT.**

LOW RANGE		HIGH RANGE	
	\$381,000		\$441,500
Average:	\$10,297		\$11,932

“Over 3 years perhaps I can give more.”

“We feel strongly we need to think of our children and what we can leave to them.”

“246 members making pledges doesn't seem realistic.”

** Donor's Option*

CAPACITY TO RAISE FUNDS

Commentary on Setting Goal

Of the 38 interviews, 35 (92%) indicated a pledge amount they would give if a capital campaign got underway. Only 3 (8%) could not (at this time).

We like to see 50 to 60% of those interviewed stating they would give a major or leadership level gift. There were 61% who did so. This is a positive indicator!

We also like to see 50% of the dollars tested (\$1.2MM) from this same group. The combined lower range gifts of the Major and Leadership levels is \$359,000, is 30%, therefore some distance from 50% of the goal of \$1.2MM.

SETTING CAMPAIGN GOAL

**\$750,000 goal will be a “stretch,”
based on our findings, but we
believe attainable.**

RECOMMENDATIONS

***Proceed with the
Following Strategies***



RECOMMENDATIONS

1) Complete Feasibility Study

Town Meeting – Sunday, March 15

2) Call upon Leadership (LCDC fully assists):

Steering Committee

Campaign Co-Chairs and Honorary Co-Chairs

Campaign Leadership Team

Communications Committee

Campaign Materials prepared

Special Events Committee



RECOMMENDATIONS

3) Campaign's initial tasks (LCDC fully assists and facilitates):

- **Confirm funding target and campaign solicitation phases upon project plan completion (quiet/public phases)**
- **Prospective Donor identification for each campaign phase**
- **Campaign rollout plan/meeting schedule determined**
- **Solicitation of campaign volunteers**
- **Draft Case Statement document (history/mission of Augustus and full details of project; vision for the future); prepare responses to all questions raised in study**
- **Naming opportunities/planned giving/matching gifts tbd**
- **Clean Campaign Database created**



THE PROJECT UPDATE

Based on the results of this Feasibility Study the following is proposed:

YEARS 1-2 - \$575,000

Elevator Tower and Breezeway1**
Repoint front of Brick Church2**
Repaint Brick Church Steeple3**
Replace Fellowship Hall Floor4**
Paint Outside Wood Trim on Parish House*11
Repaint Wood Trim on Brick Church*10
Replace Storm Lines Around Kitchen5**
Repoint the Sides (and Back) of the Brick Church*13
 Repaint Chapel
Install Foundation Drainage System Around Entire Parish House6**

400,000
***50,000**
35,000
20,000
20,000
9,000
40,000
***50,000**
2,000
30,000

YEARS 2-3 - \$270,000

Resurface Cemetery Driveway*15
 Replace Carpeting in Office Area
Install Sound Damping/ Classrooms*7
 Remove Dead and Dying Trees
Rewire Outdoor Lighting and Improve Lighting*8
 Seal Coat Parking Lot
New Windows in Parish House Kitchen and Lower Level*9
Replace 20 Shutters/Brick Church* 12
30 Parsonage Shutters*14
Replace Sidewalk on Main Street*16
 New Stove in Kitchen

50,000
8,000
17,000
20,000
25,000
7,000
25,000
14,000
60,000
40,000

REFLECTIONS

“The Providence Lutherans were left to the doubtful spiritual care of whatever self-styled pastor ventured onto the frontier...(Pastor) Muhlenberg answered the call...The congregation was anxious to build a church building, and began hauling stones to the site in January, 1743. The structure was erected through the spring and summer months and the first service was held in the unfurnished interior on September 12, 1743.”



REFLECTIONS

“The irony of how history repeats itself is not lost on this author. However, this church...the people, have survived, indeed thrived, in spite many obstacles and challenges throughout these 272 years. Surely, the legacy of those pioneer members is alive and well in the spirit of faith and generosity found in the members of Augustus Lutheran Church today...Properly informed, involved, organized, challenged, and led, the people will provide the necessary support for the church they love...the Augustus Lutheran family is interested and passionate about its church and mission. ”

Lynn Cummings 2/2015