

St. John the Evangelist

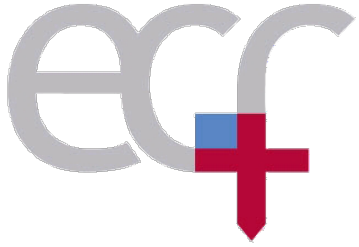
Hingham, MA



Feasibility Study Results

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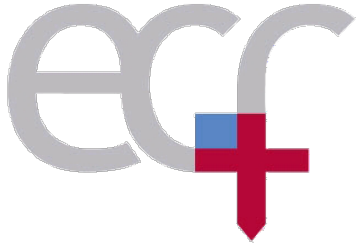
Results of Discernment Meetings

Vestry analyzed the data at their annual retreat and established **five task forces** to address the non-capital issues. That was shared in Spring 2018.

1. Better manage crowds before, during, and after Sunday services.
2. Improve our welcoming and coffee hour experience.
3. Develop programs for seniors, singles empty-nesters.
4. Analyze our communications strategy.
5. Nurture a broader base of volunteers.

So far, we have:

1. Changed the flow of communion
2. Tweaked the coffee hour set up
3. Conducted a communications survey
4. Looking at the possibility of hiring a part-time communications director

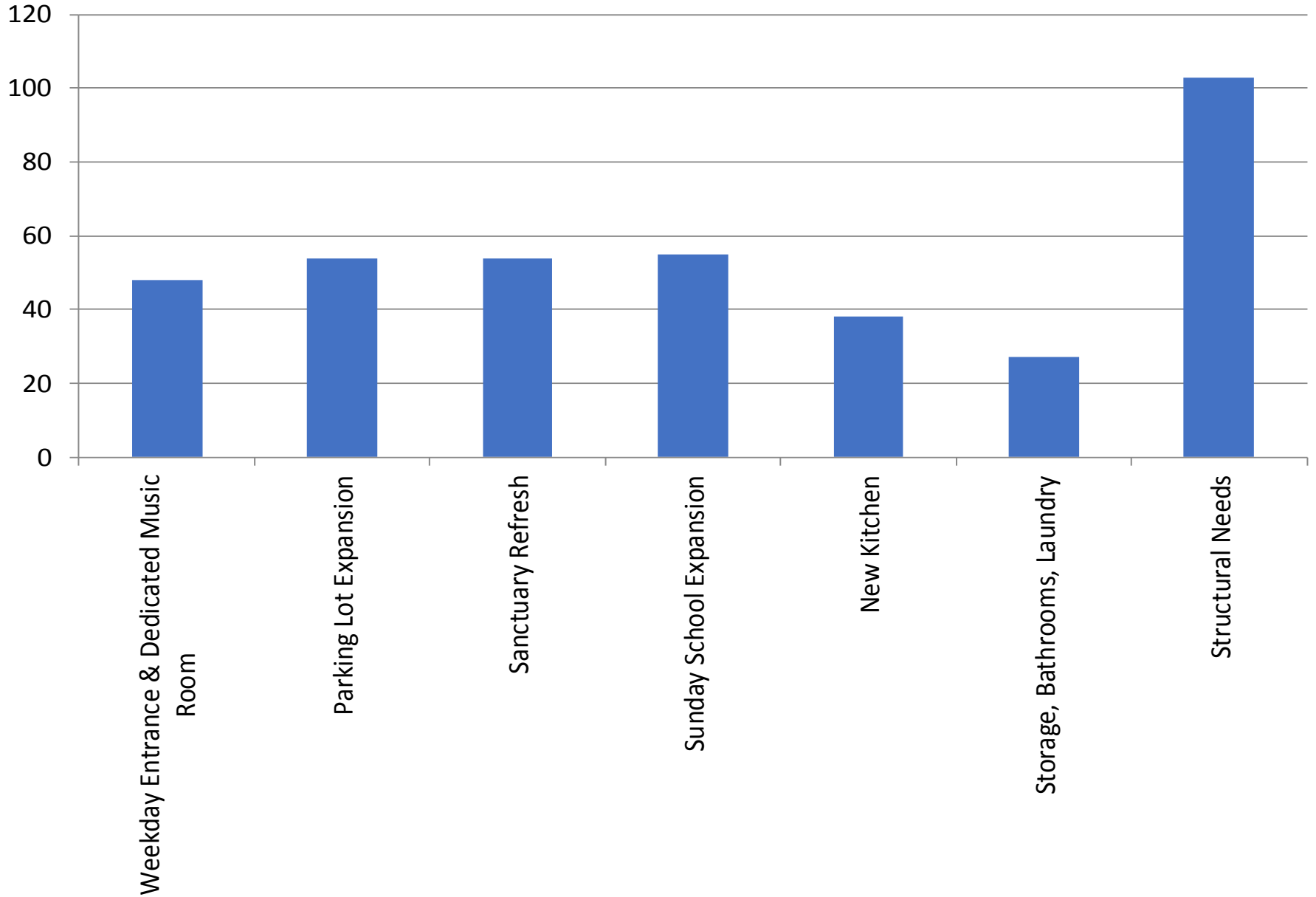


Next, we addressed the capital needs that emerged during the discernment phase. Areas identified include:

1. Expanding the parking lot
2. Improving classroom and meeting space
3. Adding a choir room
4. Enhancements to the worship space.

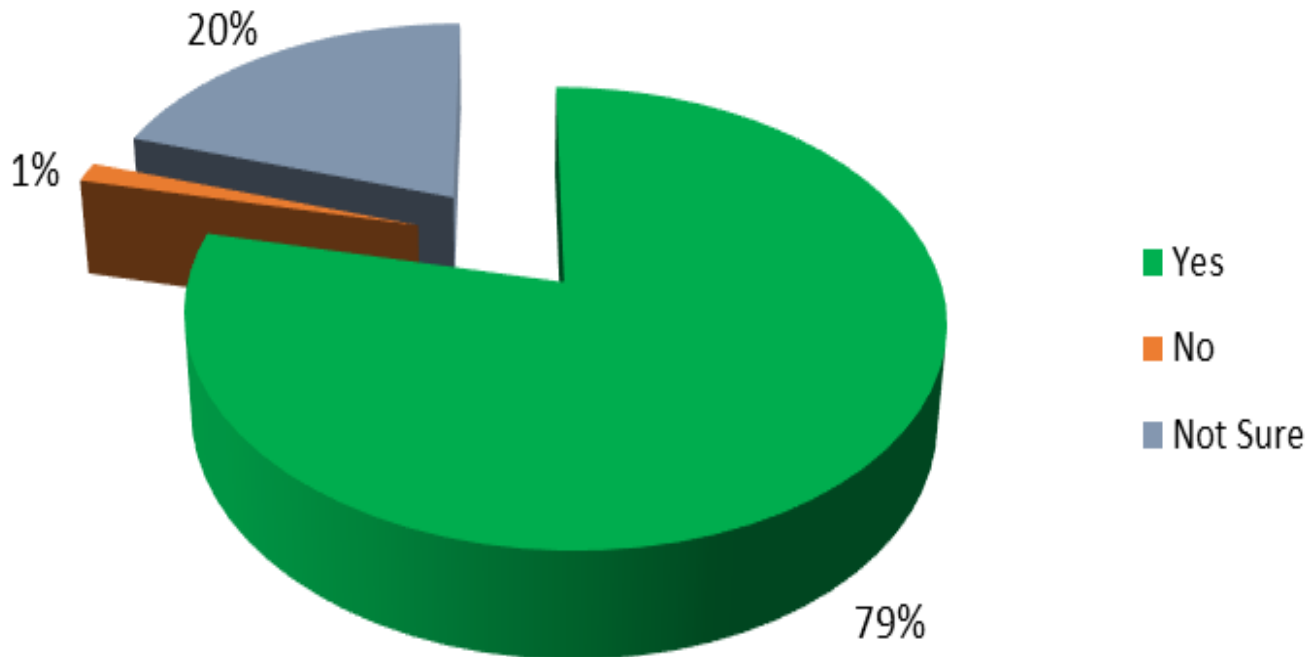
A Building Committee, chaired by Vcevy Strekalovsky and Mike MacDonald, was tasked with analyzing the capital projects identified through the parish feedback and our recently completed capital reserve study to work with professionals to draw up potential building improvements.

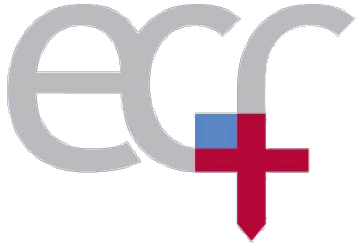
Project Priorities - High Priority



53% responded to survey (137 of 163)
95% in favor of conducting a capital campaign,
but some with reservations

People are Willing to Contribute





In determining which parts of the proposed case are most attractive to respondents, the following system is used:

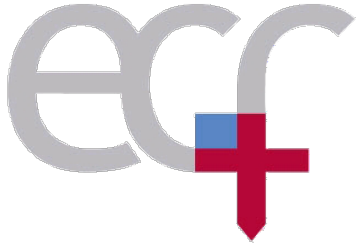
High Priority = 3 points; Medium Priority = 2 points; Low Priority = 1 point;
Opposed to Project = -1 point; Lack Information = 0 points

The most popular receives the highest number of points.

RANKING BY POINTS:

Structural Needs	359
Sunday School Expansion	288
Parking Lot Expansion	285
Sanctuary Refresh	278
Weekday Entrance & Dedicated Music Room	271
New Kitchen	260
Storage, Bathrooms, Laundry	243

These rankings do not dictate those projects the church should embrace in the final case statement, but they are a strong indication of what communication and marketing must occur if leadership does elect to support projects that have a lower acceptance rating.

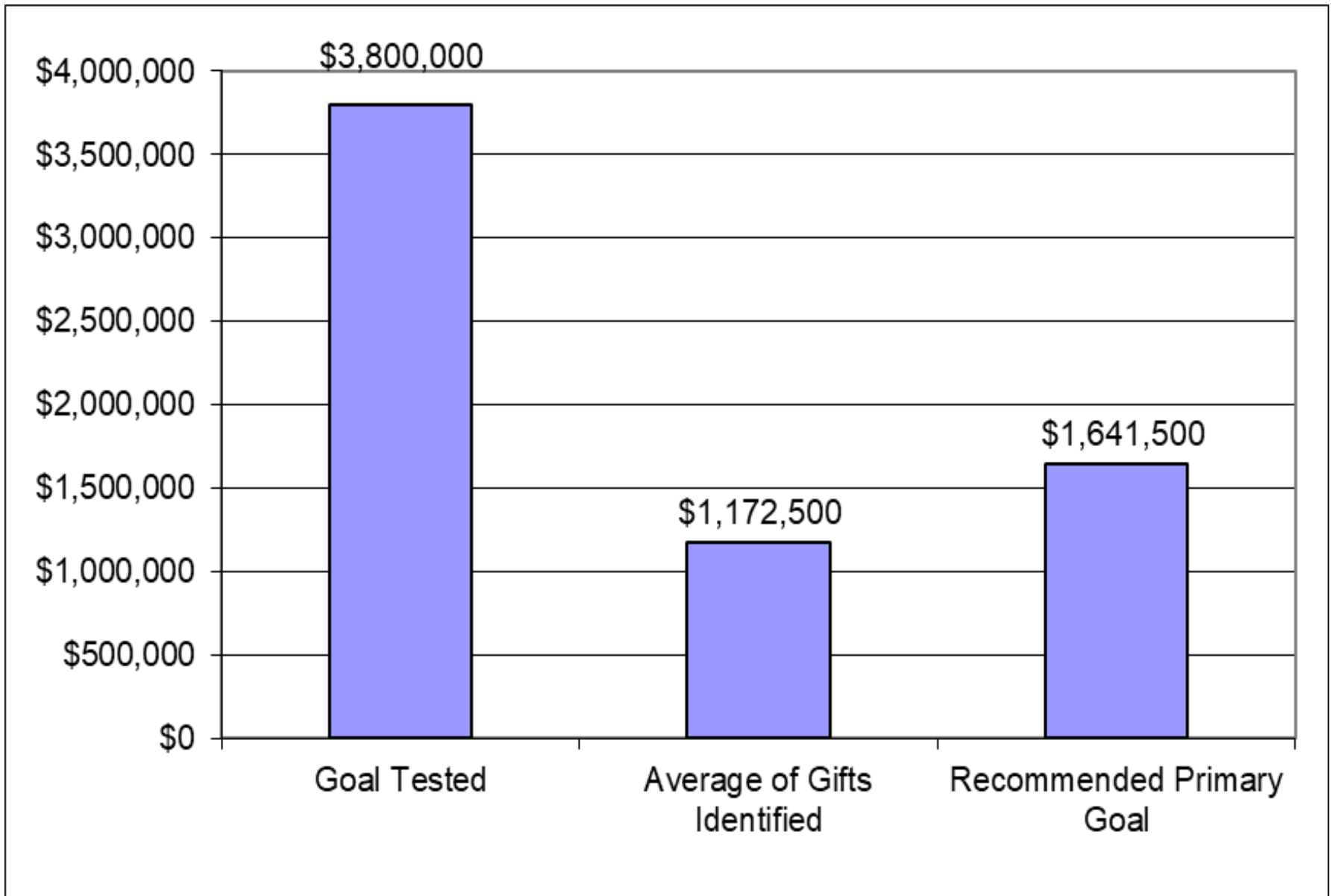


Positive factors in our favor:

- Strong Clergy
- Strong, growing, vibrant community
- Growing with young families
- The needs are obvious

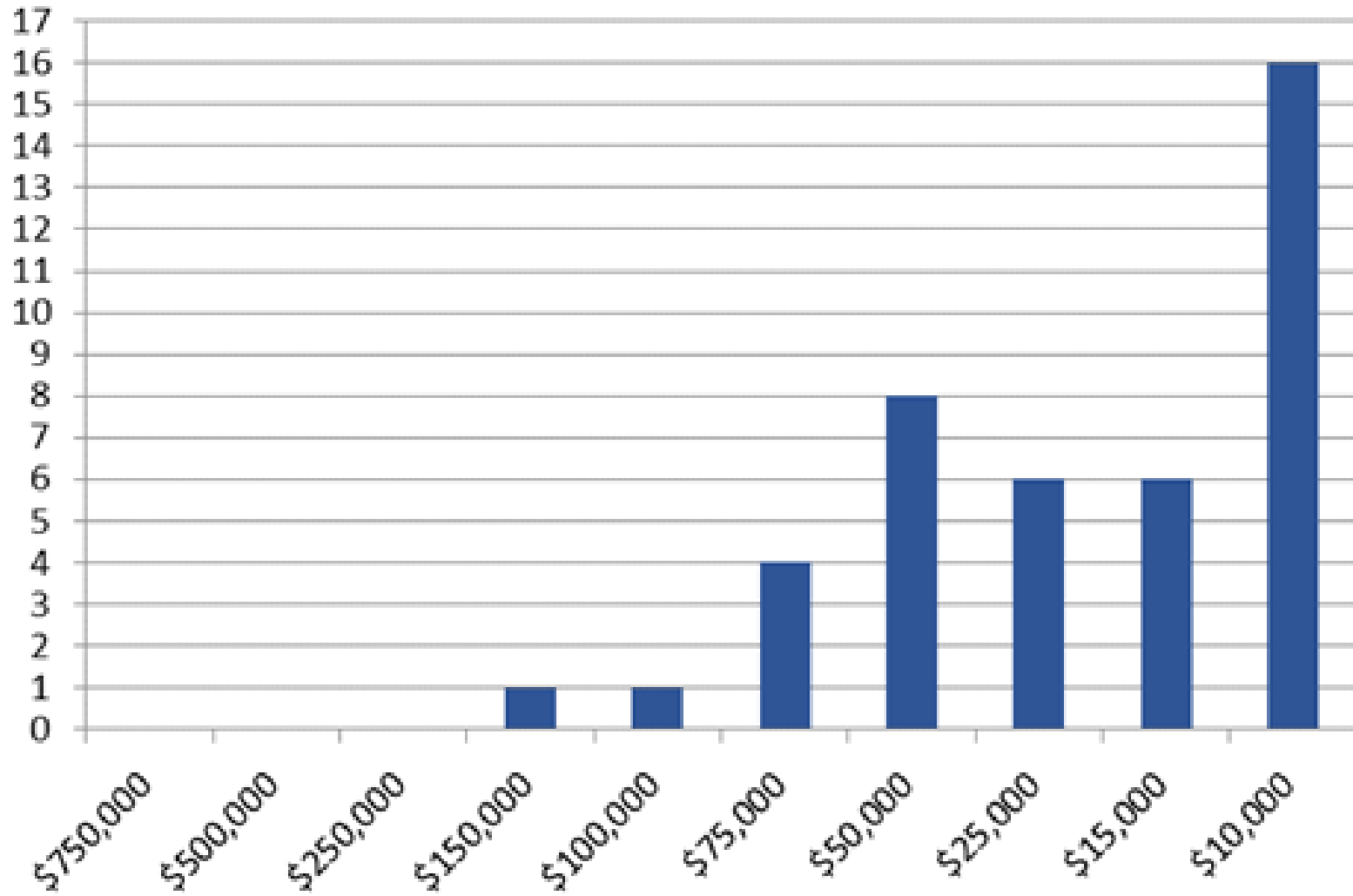
Possible problems:

- Raising the money/retired on fixed incomes
- Competing campaigns
- Overruns and surprises with construction
- Do younger/newer members have the capacity to give?



15 respondents have remembered the church in their will.

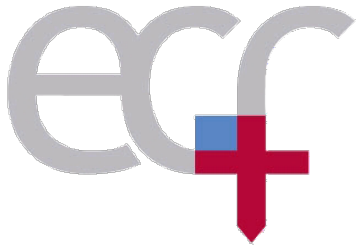
Projected Large Gifts



Typical Gifts Essential to the Success of a \$3,800,000 Capital Campaign

Size of Gift	# Needed	Gifts Indicated in Study*
\$750,000	1	0
\$500,000	1	0
\$250,000	1	0
\$150,000	2	1 ★
\$100,000	4	1
\$75,000	4	4 ★
\$50,000	7	8 ★
\$25,000	10	6
\$15,000	15	6
\$10,000	18	16 ★
\$5,000	20	9
\$3,000	40	15
\$1,000	45	14
\$500 and below	Many	8

*Using the high range estimate



“People have such a need for friendship and for community that fund-raising has to be community-building. I wonder how many churches and charitable organizations realize that community is one of the greatest gifts they have to offer. If we ask for money, it means we offer a new way of belonging.”

Henri Nouwen –

Spirituality of Fund-Raising