

Zion Building Improvement Survey Summary

- Survey start date: 4/18/2024
- Survey end date: 5/5/2024
- Total responses: 44

Notifications

Zion congregation and friends were notified of the reason for the survey and how to access it by multiple venues.

- Worship service announcements: Congregation was notified March 10 of the upcoming survey. Survey reminders were included in the bulletin and during announcements April 21, April 28, and May 5.
- Regular mail: An explanatory letter and paper copy of the survey was mailed April 18. Up to a third of responses were received in paper form.
- Email: An electronic version of the letter was distributed via Zion's email list on April 18. Reminders were sent April 25 and May 2.
- Zion web site: Information about the Project and a link to the survey was made available to the public on April 18 and remains open.

Results

Demographics

- 95% of respondents are current members.
- 91% of respondents participate in activities at the church. Three interact with the church primarily online. One is a friend of Zion but does not attend services.
- Almost all of respondents attend worship services. Over 80% participate in at least one other activity type.
- 57% attend in-person worship services frequently. Another 31% attend once or twice a month. 5% attend only occasionally and 7% never attend in-person.
- 75% learned about the survey through more than one source, the most common being during worship services (80%).

Projects

Respondents were asked to independently rate the relative importance of completing four projects as "not important" (1), "Not very important" (2), "Important" (3), and

- The **parsonage project** (mean score 4.30) was the highest rated project with just over half rating this project as "Essential." 95% of responses were "Important" or higher.
- The **kitchen project** (3.67) was rated the next highest, with 95% responding "Important" or higher.

- The **windows project** (3.00) had the highest standard deviation among projects with 13 responses of “Very important”/“Essential” balanced by 11 “Not important”/“Not very important” responses. 75% of responses were “Important” or higher.
- The **signage project** (2.57) was the lowest rated project with 48% responses at “Important” or higher.

Current debt and funding goal

- Respondents were asked if it is reasonable to use **unspent funds** after all projects are completed to help pay down the existing building loan. 79% responded with “somewhat” or “extremely” reasonable with twice as many in the “extremely reasonable camp. A 14% contingent countered this with “extremely unreasonable” or “somewhat unreasonable”. The median response was “Extremely reasonable.”
- Respondents were asked if the \$300,000 fundraising goal was reasonable. The results were bimodal. 55% agreed that it was “somewhat” or “extremely” reasonable, whereas 32% responded that it was “somewhat” or “extremely” unreasonable. The median response was “Somewhat reasonable.”

Willingness to Support

- 84% of respondents are willing to give funds to support the Building Improvement Initiative. 16% are willing to give funds and give time and labor. 9% are not interested in financially supporting this initiative. 7% are only willing to support specific projects.
- 41 respondents indicated a giving range they felt comfortable with yielding a range of \$69,600 to \$171,000.
- 18 respondents gave non-binding pledges of approximately \$94,000 to contribute to the project. Of these, two pledges totaling \$50,000 appear to be restricted to specified projects.
- Removing the non-binding pledges from the comfort range responses yielded \$25,000 to \$82,000 in potential giving from the pool of respondents who did not state a specific dollar amount.

Comments

The following summarizes the main points from 15 commenters. Comments about ranking projects are excluded.

- Questions
 - How accurate are estimates?
 - When will the building loan be paid off?
 - Isn't there insurance money available?
 - How long is the fundraising campaign going to last?
- Concerns
 - Our congregation is small and aging.
 - This sounds a lot like what happened at Wesley.
 - The projects are too ambitious.
 - We should not take on more debt.
 - Project costs may be underestimated.

- Suggestions (excluding prioritization of projects)
 - Multi-year window for fundraising may help increase contributions.
 - A short-term loan may be needed.
 - Pay off loan before starting new projects.