

**KAIROS ASSESSMENT REPORT**  
**St. John's Lutheran Church**  
**Bloomington, Illinois**

To: St. John's Leadership  
From: David Misenheimer  
Date: May 23, 2008

While at St. John's on May 15-18 and 20-22, I was in personal contact with 169 members, representing 120 households, during the Assessment Study.

Interviews (40)	52 members/40 households
Focus Groups (8)	117 members/80 households

Total	169 members/120 households
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The intent is for contact with a good cross-section of the congregation, and it is my opinion the all demographics were represented, based on information from 125 of the 169 members involved in this Resource Assessment Study:

- 19% were members 40 or more years
- 19% were members 30 to 39 years
- 19% were members 20 to 29 years
- 21% were members 10 to 19 years
- 13% were members 5 to 9 years
- 8% were members less than 5 years

Regarding the proposal described in the case statement for **"A Church Alive!"** there was overwhelming favorable opinion reflected by written focus group responses (79 questionnaires returned) and among those interviewed. All were asked to give their support for each of six areas a rating from 1(low) to 10 (high):

**Need to improve and expand our space for ministry:**

- 92% were highly supportive (10,9,8,7...64% were a 10)
- 5% were mid-range positive (6,5,4)
- 3% were low support (3,2,1)

**The BLDD Master Plan for renovation and expansion in two phases:**

- 70% were highly supportive (31% were a 10)
- 22% were mid-range positive
- 8% were low support

**The proposed space for children's ministry:**

- 90% were highly supportive (58% were a 10)
- 5% were mid-range positive
- 5% were low support

**New Jr/Sr Hi space addition:**

84% were highly supportive (41% were a 10)  
9% were mid-range positive  
7% were low support

**New space for Adult Education:**

74% were highly supportive (27% were a 10)  
18% were mid-range positive  
8% were low support

**Administrative Office/Moving Receptionist Office:**

72% were highly supportive (28% were a 10)  
20% were mid-range positive  
8% were low support

**Atrium balcony addition (leading to new nurseries):**

61% were highly supportive (15% were a 10)  
24% were mid-range positive  
15% were low support

**Remodel small Fellowship Hall kitchen:**

83% were lightly supportive (48% were a 10)  
11% were mid-range positive  
6% were low support

**Proceeding with Phase 1 for an estimated \$4.2-\$4.6 million:**

**81% were highly supportive (44% rated this a 10)**  
**7% were mid-range positive**  
**12% were low support (5% were a 1)**

All of the data suggests that the vast majority of St. John's members in this sample have strong support for the expansion and renovation proposal, and an extremely positive feeling about moving forward with this project now. This sample of **119 households represents 23%** of the 512 households who made a pledge to support St. John's ministries for 2008 (although I cannot verify that all these 119 made a pledge, this is a likely assumption).

To support this positive spirit, when asked if they would make a **financial commitment** to a three year campaign, 58 of 79 (74%) written Focus Group responses said yes and 48 indicated a likely amount, only 2 said no (3%), 13 (16%) were not sure, and 6 (7%) did not answer. Of those interviewed, 33 of 40 households (83%) indicated that they would make a financial commitment to a capital campaign, five were not sure (12%) and two (5%) said no.

When asked for **expected amount of their financial gift over three years**, numbers were given by 76 family units (28 interviewed and 48 from Focus Groups), ranging from “up to \$3000” to \$100,000. Of the 76, **29 (a very high 38%) were \$10,000 and above**, totaling \$704,000. Of the 76, the remaining 47 estimated giving a total of \$203,000 (21 up to \$3000, 21 between \$3000 and \$6000, and 5 between \$6000 and \$9999). The total of the **76 households who estimated their gift to a capital campaign amounted to \$907,000, a very healthy average of \$12,000 per household.**

As of February, 512 St. John’s households made a financial commitment to support the 2008 ministries, totaling \$1,463,000. While there are many other member households, an estimated 250 who give nothing or very minimally, we cannot expect that many of them will support a capital campaign. Realistically, we can hope that 375-400 of the remaining 512-550 contributing households on St. John’s membership roster will participate and make a three-year commitment. **Based on estimated gifts from 76 households (\$907,000) and expecting at least 375-400 pledges to a capital campaign, it is still reasonable to expect between \$2.75 million and \$3.5 million.**

To reach \$3.5m, the campaign will need an additional 71 families who will join the 29 giving \$10,000 and over (first 100 giving \$1.75-\$2.0m), 100 families who will give between \$6000 and \$9999 (totaling \$750-900k), and 200 families giving between \$1500 and \$5999 (totaling \$750-900k). It should be noted that only one of the top five generous givers were contacted through the RAS, and 18 of the top 35...meaning that there is high probability that there are additional generous gifts that will equal and even exceed RAS results.

**Responses from the Resource Assessment Study reflect high percentages of members contacted supportive of the projected plan for expansion and renovation. I see no obvious impediments to St. John’s successfully entering and completing a capital campaign to raise at least \$2.75-3.5 million for the project outlined in the case statement. It is encouraging to see 81% highly positive responses (44% a 10!) to moving forward with this project at this time.**