

Broadmoor UMC – Baton Rouge, LA
Feasibility Readiness Study Executive Summary
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Horizons Stewardship (Horizons) has conducted a Feasibility-Readiness Study for Broadmoor United Methodist Church of Baton Rouge, LA, to test the church's readiness to conduct a capital campaign beginning in the Spring of 2021, for the purpose of rebuilding and renovating the church campus. In order to determine the readiness and willingness of the congregation to undertake a proposed capital campaign, Horizons designed a survey consisting of 13 questions, along with gathering other relevant data. The survey was sent to 220 households. Horizons conducted 26 personal conversations, and 130 surveys were completed and submitted. Following are the results:

SURVEY RESPONSES

Which service did you attend most often Pre-COVID-19?

8:30 Daybreak (Cokesbury): 17% 9:30 Celebration (Blended): 8%
11:00 Traditional: 54% 11:00 Contemporary: 21%

Do you participate in online worship?

Weekly: 60% Twice a month: 18% Once a month: 14%
Never: 8%

How long have you attended Broadmoor UMC?

Less than 1 year: 1% 1-3 years: 5% 3-5 years: 9%
5-10 years: 8% Over 10 years: 77%

Do you feel that a capital campaign focused on addressing the projects as outlined in the Pastor's Case Statement will help Broadmoor UMC to be more effective in "Meeting people where they are and helping them take their next step towards a Christ-centered life"?

Definitely yes: 25% Yes: 57% No: 14% Definitely no: 4%

Do you feel that the church is providing you adequate information regarding the proposal?

Yes: 70% No: 30%

A goal of every campaign is to raise enough to fully fund the project. If less than the needed amount was raised, how much debt would you most likely support in order to complete the projects as currently designed?

None, only covered by pledges: 47% Up to \$500,000: 27%
Up to \$750,000: 10% Up to \$1,000,000: 16%

When considering the pastors, staff and lay leadership, how confident are you that the church has the right people to lead through this important season for Broadmoor UMC?

Very confident: 37% Confident: 43% Not confident: 10% Unsure: 10%

Are you aware of any important factors that might hinder the success of a capital campaign?

Yes: 64% No: 36%

If invited, would you be willing to work in a well-defined and limited role in a future capital campaign, if the role did not involve directly asking persons for money?

Yes: 45% No: 55%

How would you rate the church's responsiveness to COVID-19?

10: 52.34% 9: 22.66% 8: 14.06% 7: 2.34% 6: 3.91% 5: 0.78%
4: 1.56% 3: 0% 2: 0% 1: 2.34%

In your opinion, for the last 12 months, have you felt your church was ... ?

moving forward: 38% holding steady: 42% going backwards: 20%

If you were completing a pledge card for a capital campaign today, what range of financial commitment over and above your giving to the annual budget might you consider for a three-year period? This is not a commitment but rather an indication of what you might consider.

\$250,000 +: 0
\$100,000-\$249,999: 2
\$50,000-\$99,999: 7
\$25,000-\$49,999: 5
\$10,000-\$24,999: 9
\$5,000-\$9,999: 18
\$3,000-\$4,999: 23
Less than \$3,000: 56

SUMMARY

It is the conclusion of Horizons Stewardship that conditions currently exist for a successful three-year capital campaign in the range of \$2,000,000 to \$2,675,000. The church possesses the capacity to significantly surpass this estimate; but, for this to occur, it would be heavily dependent upon early surfacing of additional leadership gifts at a level beyond what has been identified at this point.

A successful capital campaign, we believe, will be influenced by several factors:

- Clarity of Facts
- of Vision and Leadership
- Successfully creating strategies to address the following:
 - ❖ Timing of a Campaign Due to the Pandemic
 - ❖ An Aging Congregation
 - ❖ Denominational Concerns
- Leadership of the Committed Core

There are two critical keys that help encourage others to give sacrificially and generously.

- **Prayer:** There must be a clear emphasis to cultivate prayer within the congregation. Members will be encouraged to pray “God, what do You want to do through me?” so that their final decision is a response to prayer and discernment as much as it is a financial decision.
- **Leadership Gifts:** The second key to encourage giving is for leaders to step up early and lead in this effort by making their own commitment that is sacrificial. I Chronicles 29 gives witness to the power of this kind of leadership as King David set the model for giving to raise the funds necessary for the building of the Temple. King David gave the first gift out of his own resources. He next invited those who were leading Israel to offer their sacrificial gifts. After their faithful response, the rest of the nation were invited to give. The message is clear: leaders must lead!

Having early conversations with high capacity donors has the potential to not only cultivate additional larger gifts but to create more energy and support from all other donors.

