



*Campaign Assessment Study Report*

**Southport Presbyterian Church**

Indianapolis, IN

*Jim Capps – Senior Pastor*

***SUMMARY REPORT***

Rusty Lewis, Senior Strategist

Office: 800-233-0561

Voice Mail: 800-849-2896 x243

Fax: 877-460-5694

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## ONLINE SURVEY RESPONSES WITH ANALYSIS

### Participation

397 surveys were completed. 381 were from adults, 16 were from 12 – 17 year olds. The number of responses may vary from question to question because some chose not to answer certain questions. Survey respondents offered comments to some questions. Pages that included comments have been returned for your review with the hard copy of this report.

#### I. PERSONAL RELATIONSHIP TO THE CHURCH

Q1. How long have you been attending Southport Presbyterian Church?		
0 - 5 years	23.1%	90
6 - 10 years	23.9%	93
11 - 15 years	11.8%	46
Over 15 years	41.1%	160

Q2. Describe your involvement at Southport Presbyterian Church (check all that apply).		
Staff member or spouse of staff member	6.8%	27
Elder, trustee, deacon or spouse	35.3%	141
Ministry leader (i.e. ministry chair, committee chair) or small group leader	14.8%	59
Ministry Volunteer	39.4%	157
Member	73.4%	293
Regular attendee	65.2%	260
My child attends Southport Presbyterian Christian School	17.5%	70
My child participates in a sports ministry through Southport Presbyterian Church	13.5%	54

Q3. Which of the following do you regularly attend through Southport Presbyterian Church? (check all that apply)		
Sunday School	28.3%	110
Small Group	26.5%	103
Bible Study Group	30.9%	120
None of the above	45.2%	176

Q4. Please indicate your age range:		
12 - 17	0	4
18 - 29	0	28
30 - 44	0	131
45 - 59	0	119
60 - 74	0	67
75 and up	0	43

## II. CHURCH EFFECTIVENESS

Q5. How would you rank the church's efforts to keep people informed and aware of events, plans and ministries?		
Very Effective	27.1%	104
Effective	60.4%	232
Ineffective	10.7%	41
Very Ineffective	1.8%	7

**Analysis:** Communication is always a challenge to a church. The responses indicate that 87.5% believe that the efforts at communication are “effective” or “very effective”. This is an important number and a positive response. These members believe they are hearing the information concerning the ministries and plans they are being called upon to support. That sense of “openness” creates a high level of trust.

Q6. Please describe your perception of the current overall spirit (attitude) in Southport Presbyterian Church.		
Very Positive	22.5%	86
Positive	50.9%	195
Fair	23.2%	89
Poor	3.4%	13

**Analysis:** This question registers the perception of the congregation with regard to the unity and fellowship of the members and the satisfaction of the members with the focus and vision of the church. A majority (73%) indicated the morale is at least “positive” or “very positive”. It is significant however, that over 25% indicated a less than positive response. (*Only 52% of those identified as staff, elders, trustees, deacons and spouses marked responses of “positive” or “very positive”.*)

Q7. Overall, the ministries of Southport Presbyterian Church are:		
Very Effective	25.1%	95
Effective	67.2%	254
Ineffective	7.4%	28
Very Ineffective	0.3%	1

**Analysis:** This question is designed to register the level of satisfaction the membership feels concerning the ministries they are called upon to support. A high level of satisfaction is vitally important in a campaign. The response indicates that 92% believe the ministries are effective or very effective. This is a very high percentage and indicates the congregation has a high level of appreciation for the ministries that it supports. This is a positive factor in projecting the success of a campaign. All responses were evenly distributed among all age groups.

Q8. What do you perceive to be the greatest strengths of Southport Presbyterian Church? (check up to 7)

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Church Pastors/Ministry Directors	68.6%	258
Worship Services	60.6%	228
Youth Ministries	52.7%	198
Great Banquet	49.5%	186
Church School	48.4%	182
Missions	40.2%	151
Children's Ministries	38.0%	143
Music Ministry	35.9%	135
Church Staff	33.2%	125
Sports Ministry	28.7%	108
Building & Facilities	23.7%	89
Fellowship	19.4%	73
Outreach Ministries	16.5%	62
Elders/Trustees/Deacons	12.2%	46
Senior Adult Ministries	7.2%	27
Small Group Ministry	6.7%	25
Women's Ministries	6.1%	23
New Member Assimilation	5.1%	19
Young Adult Ministries	2.4%	9
Discipleship	2.1%	8
Men's Ministries	2.1%	8
Singles Ministries	0.3%	1

Q9. What do you perceive to be the areas in greatest need of improvement at this time? (check up to 7)		
Young Adult Ministries	36.8%	114
New Member Assimilation	35.2%	109
Discipleship	31.0%	96
Singles Ministries	29.4%	91
Worship Services	25.8%	80
Fellowship	24.8%	77
Children's Ministries	21.9%	68
Building & Facilities	19.0%	59
Music Ministry	14.8%	46
Small Group Ministry	14.5%	45
Outreach Ministries	13.9%	43
Men's Ministries	12.3%	38
Church Pastors/Ministry Directors	11.9%	37
Church School	10.0%	31
Senior Adult Ministries	8.1%	25
Women's Ministries	7.7%	24
Elders/Trustees/Deacons	7.4%	23
Sports Ministry	5.8%	18
Church Staff	5.5%	17
Youth Ministries	3.6%	11
Missions	3.6%	11
Great Banquet	1.0%	3

Q10. Please note other ministries you would like to see added at Southport Presbyterian Church.

Health Ministries  
 Volunteer Ministry  
 Addictive Behavior  
 Young Adults Ministry  
 Social ministries-Ballroom Dancing, euchre, non threatening environment.  
 Young Married Couples Ministry  
 Partner with a poor intercity multi-cultural church.  
 Evangelism emphasis  
 Outreach to the business community near our church  
 Hispanic Ministry  
 Ministry to the Grieving  
 Personal discipleship training  
 Mid-week children's ministries  
 Divorce Ministry for Adults and Children  
 Ministries outside the church building.

Bus Ministries  
 Grief ministries  
 Inactive Member Care Ministry  
 Recycling Program (plastic, aluminum, paper, etc.)  
 Outreach  
 Writing Ministry  
 More local service ministry/outreach  
 Aerobics, Boot Camp, Adult Wellness, etc. activities in Sports Ministry  
 Diverse outreach programs (minority programs)  
 Sexuality education for couples  
 Couples Bowling League  
 Young Married Couples  
 Adoption  
 Marital/Family Counseling  
 Special Needs Ministries  
 Crown Ministry / Financial advice and retirement planning  
 Orchestral music  
 Bible study for working mothers  
 Parenting classes  
 More ministries to the impoverished  
 Men's ministry, Outdoors activities  
 Bible Study Classes (during JAM, Working mothers, etc.)  
 Yoga/meditation  
 Hispanic Outreach  
 Ministry for special needs children  
 Community related outreach  
 Singles Ministry  
 Set priorities. Concentrate on preparing, caring and sharing.  
 Worship leader at 11:00  
 Outreach to older or younger people who can't attend.  
 Shut-in ministry  
 Support pro life  
 Ministry to the deaf and blind  
 Small group Bible studies that meet on Sun. morning  
 Adult CE classes in church history, theology, and sacred music  
 Teen/20ish Drug/alcohol prevention/help with abuse issues  
 Family and/or Couples Ministry  
 Volunteer Ministry  
 Increase our involvement with groups like the Chin and Roberts Park  
 Community Businessmen Ministry  
 Bible Memorization Program/Bible Quiz Team for Kids  
 Job search ministries  
 Support Groups  
 Sexuality education for parents  
 Golf League for working men  
 Women's Sports (aerobics, kick boxing, etc) with devotions  
 Community Outreach (local)  
 AIDS "campaign"  
 Crying Room in Sanctuary  
 Communication to congregation in different ways  
 Racial reconciliation  
 Fellowship gatherings—pitch ins, farewell dinners, etc  
 Adult Fitness Programs - Aerobics, Volleyball, Walking Buddies, etc.  
 New Believer's Ministry ("Jesus 101")  
 Spiritual Direction and an entirely re-structured counseling center  
 Deacons in service projects (hands on)

Q11. Do you support the church's mission statement as stated below?		
Yes	96.5%	362
No	1.1%	4
Not Sure	2.4%	9

### III. SUPPORT

Q12. Are you aware that the church is considering a building campaign in 2008 to fund the next phase of expansion at Southport Presbyterian Church?		
Yes	91.9%	342
No	8.3%	31

**Analysis:** This indicates a high percentage of awareness regarding the proposed project. The number of “no” responses is in an acceptable range.

Q13. Over the last six months the Southport Presbyterian Church Session and Leadership Team have prayerfully sought God’s guidance as they have considered the future building and ministry needs of SPC. Several options are being considered and they are listed below. Please prioritize in order of importance the projects you believe we should pursue. (1 is highest priority, 7 is lowest priority)							
Adult/Youth Education and Administration Wing	160	49	55	33	14	13	3
Christian School Addition - classrooms	61	108	58	45	21	18	5
Junior High School Addition	48	55	69	47	31	33	29
Sanctuary	44	50	44	57	51	46	21
Sports Center	12	19	36	46	77	53	61
Multi-Site Worship - off-campus worship sites, 2nd daycare center	7	21	16	34	41	61	120
Conference Center	5	17	32	40	64	73	67

Q14. Do you support the vision and plan of Southport Presbyterian Church to raise the financial resources to fund these priorities?		
Yes	50.3%	189
No	13.0%	49
Not Sure	36.7%	138

**Analysis:** This indicates a lower than normal percentage of positive support for the project. The “not sure” responses are much higher than normal. These individuals feel a need to have some questions answered in order to make a positive response. The number of “no” responses is in an acceptable range. (Staff, lay leaders and spouses marked 46% yes, 17% no, 37% not sure)

Q15. As the church family moves forward with a building campaign, will you prayerfully consider giving financial support to this initiative with a three-year commitment over and above your present contribution to the church?		
Yes	38.7%	143
No	17.8%	66
Not Sure	43.5%	161

**Analysis:** This positive response is much lower than normal and falls in an unacceptable range. The percentage of no responses is higher than normal. The “not sure” responses are much higher than normal. These individuals feel a need to have some questions answered in order to make a positive response. Some who marked “no” or “not sure” are concerned about their ability to participate financially, while others are expressing their lack of support for the project at this time. A successful campaign is dependent upon educating the congregation concerning ways all can make sacrificial gifts, thereby moving some from the “not sure” category to the “yes” category. Others are in need of information concerning the ways this move will benefit the Kingdom. Finally, there are always some that reject a proposal because of the financial implications. (Staff, lay leaders and spouses marked 41% yes, 22% no, 37% not sure)

Q16. What questions do you desire to have answered regarding the project?		
Comments included in Full Session Report.		

**IV. LEADERSHIP**

Q17. Please suggest people you feel would be effective as leaders for a building campaign. A leader is a person who loves the church, supports its mission and ministries, and is respected by the membership of the church.		
Chart of responses included in Full Session Report.		

**V. ADDITIONAL COMMENTS OR QUESTIONS**

Comments included in Full Session Report.

## Listening Sessions Report

### Introduction

In addition to the online survey and to enable Generis and Southport Presbyterian Church to better understand the sentiments of the church family regarding the upcoming capital stewardship campaign in Winter/Spring 2008, we conducted a series of 5 listening sessions. A total of 77 people attended the listening sessions. The schedule was as follows:

- |   |        |       |          |             |                                |
|---|--------|-------|----------|-------------|--------------------------------|
| - | Sunday | 10/28 | 5:00 PM  | Session # 1 | Session, ministry team leaders |
| - | Sunday | 10/28 | 6:30 PM  | Session # 2 |                                |
| - | Monday | 10/29 | 10:30 AM | Session # 3 | Church staff                   |
| - | Monday | 10/29 | 6:00 PM  | Session # 4 |                                |
| - | Monday | 10/29 | 7:30 PM  | Session # 5 |                                |

The outline for conducting the listening sessions appears on pages 43 - 44 of this report. The questions in Section 2 are designed to break the ice and get the group talking. Questions 2.3 to 2.4 focus on the atmosphere and environment of the church as a preliminary to discussing the campaign. The questions in Section 3 are specifically oriented to measure reactions to the possible options in the campaign and to measure potential resistance to supporting the campaign. Questions in Section 4 measure important messages that need to be addressed and the best venues for communicating those messages.

The feedback we received from the questions in Section 3 was of primary importance in the listening sessions. Feedback from the remaining questions was secondary. Much of the feedback we received from questions in Section 2 is not directly related to the campaign, but would be of interest to the church staff. The following summary deals with the feedback we received from key questions on issues that might affect the success of a major capital stewardship campaign. More detailed feedback is contained in the Comments From Listening Sessions, beginning on page 45.

## Summary

- It is very well known that the church is considering a capital campaign. The funding priorities have been clearly communicated to the church family.
- There is a significant lack of support for the project as presented. Most do not favor moving forward at this time citing turmoil within the denomination.
- There exists a realization, whether true or imagined, that attendance and giving are down consistently over the past year. Many cite the denominational issue as a primary cause for these problems.
- People sense a lack of direction and focus relating to the future of the church. Lack of leadership toward a common vision was expressed by many.
- Those in attendance express a true love for their church and the pastoral staff. They desire a search for and implementation of remedies that will strengthen the church and allow for a strong, vibrant future.

## RECOMMENDATIONS

- I. There is a lack of needed support for Southport Presbyterian Church to proceed with a capital stewardship campaign at this time. I did not hear one verbal response of support for any funding priority at this time. There are several reasons for this finding:
  - a. The church desires to know the outcome and recommendations of the denominational response team before proceeding. They do not support additional investments in capital when there exists a possibility of leaving the denomination and the assumption that the Presbytery would maintain property ownership.
  - b. There are concerns regarding a decline in attendance over the last year.
  - c. Concerns exist regarding a decline in annual giving and the inability to fund the church's ministry plan (budget). This item and item "b" above are linked to "a" in people's minds.
  - d. People sense a lack of direction and focus relating to the future of the church. They do not know where the church is being led and are confused by a long list of priorities being considered. They express a frustration in a "shotgun" approach to ministry.
  - e. There exists an apparent lack of communication within the staff as each person focuses on their ministry area without considering the impact on other ministries. It is felt that each leader is going off in their own direction without consideration of how their progress relates to the overall mission and vision of the church.
  
- II. Issues the church might address to prepare for a future campaign and building program include, but are not limited to:
  - a. A thorough development of a church-wide strategic plan. It is recommended that the church consider engaging an outside firm that specializes in this area. We recommend TAG as a preferred partner in this area. You can view their information at [http://www.877tagline.com/church\\_home.htm](http://www.877tagline.com/church_home.htm). Kevin Ford can be reached at (877) 824-5463 x201.
  - b. Design and implementation of an effective outreach ministry. The congregation needs to see attendance growth before they will fully appreciate the need for more space.
  - c. Design and implementation of an effective discipleship program. There is a perception that the church does a good job of getting people in the door, but once there, a discipleship emphasis is lacking, which inhibits the spiritual growth, involvement and retention of newer members.
  - d. A continued, consistent stewardship emphasis to allow the church to better meet a growing ministry plan (operating budget). The congregation needs to see an ability to meet current and projected future annual budgets. A major step was taken in this area this fall with the "Will You Grow?" annual campaign.
  
- III. While the church can certainly decide to move forward with a capital campaign at this time, we would forecast a financial result that would fall well below "average", less than 1.5 times the annual income of the church. This forecast is based upon the findings within this report. We do not to presume to know the will of God for the church, and would not discount what He is able to do through His people.