

Executive Summary of the Planning Study for Christ Church Andover

The Planning Study was designed to discern the attitudes of Christ Church parishioners and prospective donors towards the church, and determine the extent to which they will financially support the proposed project to expand and re-design the church campus. From November 2007 to January 2008, 75 individuals (52 pledging units) participated in 25 individual interviews and 3 focus groups. An additional 98 individuals completed a survey as part of the December 9 worship services. The participants represented a broad cross-section of the church community.

Throughout the study process and interviews, Ruotolo Associates found that the overall perception of Christ Church was positive. Study participants identified the strengths of the parish as the church community (the parishioners), the music, the Rector and the ministries. Ninety-seven percent felt connected or somewhat connected to the parish; and 75% of the individual interview participants and 90% of the focus group participants believe the communication in the parish is effective. Ninety-five percent of the study participants were aware of the proposed capital plan for the campus.

Study participants were concerned about the facilities—upgrades needed and offices not central to the main church building. Other issues cited as concerns by members included the annual finances, programs (stronger programs for youth and singles) and the lack of membership growth.

Forty-three percent of interview and focus group participants indicated that the Statement of Need presented during the interviews adequately reflected the needs of Christ Church while 56% of the study participants were supportive or very supportive of the Statement. The top rankings of the project elements, in order of priority: worship space, welcoming area, centralizing the church offices, handicapped accessibility and interior renovations. However, 78% of the participants did not think the parish has the philanthropic potential to fully fund either Scheme A or Scheme B.

If the funds could not be raised for the entire plans presented in the Statement, 79% of the individual and group participants would support a modified plan of renovating the worship space, with some reservations. For some the organ was not a priority and others raised concern about the stained glass window and moving the choir loft.

Eighty-seven percent of the individual interview and focus group participants and 73% of the in-pew respondents indicated that they would financially support a capital campaign. Seventy percent of the participants did not support a mission component to the campaign. From the individuals and focus group participants indicating their support for a campaign, 84% of interview and 56% of focus group participants provided a dollar amount for their prospective gift/pledge.



When asked to rank Christ Church among their philanthropic priorities, 53% of the study participants ranked the church as “highest” or “high.” Eighty-two percent of individual interview participants and 95% of focus group participants indicated a willingness to financially support the project. Eighty-six per cent of individual interview respondents ranked Christ Church as high or medium in their philanthropic priorities. Of the study respondents indicating that they would support the project financially, there were 21 respondents from the personal interviews and 15 from the focus groups that indicated a pledge amount. The indicated pledge amounts ranged from \$1,000,000 to \$1,000.

Based on the findings of the study, Ruotolo Associates recommends that a modified, consensus driven project be developed. The study revealed that the worship space was the number one priority component to the master plan, and 79% of study respondents indicated support for a plan that focuses on modifications to the worship space. Once the new outline of the campus is prepared and based on the findings of the report and Ruotolo Associates’ experience in church campaigns, we believe that Christ Church is positioned to raise \$3.1 million. This figure is predicated on a minimum of one seven figure gift (already identified) and at least four six figure gifts. Prior to a campaign being launched, Ruotolo Associates also proposes an aggressive communications and cultivation plan with the purpose of generating additional gifts and campaign leadership.