

# PRESBYTERIAN CHURCH *of the* MASTER

planning study results

**PLANNING STUDY PARTICIPANTS: 96**

Received **24** mail, online and in-pew surveys  
(39% of invitees)



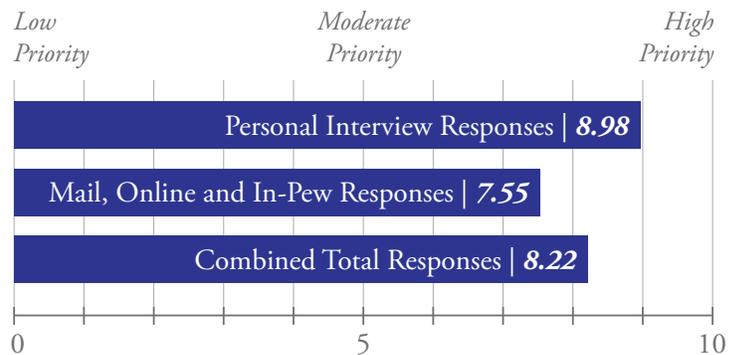
Conducted **44**  
personal Interviews



**92%** of participants favor a campaign

## PARTICIPANTS RATED THE PROPOSED PLAN AS A HIGH PRIORITY:

*Note 1: The Steier Group calculates scores by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. They divide the cumulative value for each project by the number of responses for that project. A score above a 6 denotes a high priority.*



## OBSERVATIONS

- Study participants consistently stated the Presbyterian Church of the Master is a wonderful community with a strong emphasis toward mission work.
- Many respondents indicated they enjoy the people, fellowship, and worship at the church.
- Congregants shared excitement and pride of the recent church renovations.
- The majority of participants are in favor of a capital campaign to reduce or eliminate PCM's debt.
- Respondents desire strong communication and transparency from leadership throughout the entire capital campaign.
- Some respondents were unaware of the debt, thinking the previous campaign raised enough funds needed for the renovations.

## FUNDRAISING POTENTIAL

The Steier Group projects that Presbyterian Church of the Master will raise **\$750,000 - \$1.0 million** over the 3-year campaign by using the firm's recommended timeframe and approach.

## KEY RECOMMENDATIONS

From the observations made and the additional responses to survey questions, the Steier Group provided the following recommendations:

- Based on the positive results of the planning study, the Steier Group recommends that the Presbyterian Church of the Master immediately move forward with a capital campaign.
- Based upon concerns shared in the study, implement a communication plan designed to share a clear, concise, consistent and transparent message.
- Develop a long-range strategic plan that focuses on the mission and growth of the church. This will help instill confidence in outside funding sources regarding the long-term viability of Presbyterian Church of the Master.

