



NEW ZION BAPTIST CHURCH

CAMPAIGN READINESS REPORT
APRIL 2026

CONTENTS

INTRODUCTION..... 2

OVERVIEW OF ENGAGEMENT..... 3

KEY OBSERVATIONS AND RECOMMENDATIONS 4

ESTIMATE OF GIVING..... 7

ANALYSIS OF RESPONSES..... 8

QUESTIONS AND COMMENTS FROM THE SURVEY (Q21) 18

INTRODUCTION

Randy Hickman
New Zion Baptist Church
Covington, LA

Dear Randy,

Thank you for the opportunity to engage with New Zion Baptist Church’s leadership. It is truly a pleasure to be a small part of discerning God’s direction for the future.

This report is based on 119 responses to our survey. Based on the feedback these respondents have provided, I am offering my observations and recommendations with confidence.

Thank you for what you’re doing to advance Christ’s Kingdom in Covington and beyond.

Sincerely,
Mike Gammill
Senior Lead Navigator

OVERVIEW OF ENGAGEMENT

Auxano led New Zion Baptist Church through a Campaign Readiness Survey pursuant to a Capital Stewardship Campaign. The goal was to determine the inclination and capacity of the congregation to support stated capital projects.

CASE FOR SUPPORT

Auxano and New Zion Baptist Church's leadership developed a case for support document. This document was used to inform the congregation prior to assessing buy-in with a survey.

SURVEY

Auxano developed a questionnaire with church leadership to test readiness for a capital campaign. This survey sought information related to:

- **Basic information** (attendance, age, involvement, etc.)
- **Church's mission** (commitment, communication, etc.)
- **Financial information** (involvement, effectiveness of teaching on generosity, trends)
- **Capital campaign information** (personal preferences, inclination to support)
- **Overall giving potential** (estimated amount of support)
- **Comments or questions** (regarding future and plans presented)

INTERVIEWS RESPONSES

On March 11 & 12, Mike Gammill met with selected households for one-on-one interviews to complete the survey. These individuals and couples were selected primarily on the basis of financial giving. They were invited by the church to participate in an interview and a majority of the households obliged. A total of 31 individual responses were collected.

CONGREGATIONAL RESPONSES

In addition to interviews, the entire congregation was invited to provide feedback via online survey. The survey was open from March 22 through March 31 with a total of 88 responses collected from the congregation.

REPORT WITH RECOMMENDATIONS

This report is intended to provide feedback on the readiness and strategy for New Zion Baptist Church to move forward with a campaign. It includes multiple data points from the assessment, analysis of responses, consultant observations, consultant recommendations, and consultant estimation of campaign giving.

KEY OBSERVATIONS AND RECOMMENDATIONS

EXECUTIVE SUMMARY

New Zion Baptist Church shows strong congregational commitment, healthy engagement, and meaningful support for future ministry expansion, especially where the project is tied to children, safety, and long-term discipleship. At the same time, the data and comments show clear caution around project size, debt, deferred maintenance, and whether the atrium is essential in the first phase.

The strongest overall conclusion is that the church appears ready to move forward with a capital initiative, but not yet with maximum confidence around the full project as currently framed. A phased strategy, stronger need-based communication, and clearer treatment of maintenance and debt would likely increase trust, participation, and campaign performance.

CORE OBSERVATIONS

1. CONGREGATIONAL STRENGTH

The church's survey data reflects a highly committed and engaged core. In the congregation-wide survey, 52.27% reported attending for more than 10 years, 75% attend worship weekly, and 85.23% participate in Life Groups or Sunday School. Among interview participants, the profile is even stronger: 74.19% have attended more than 10 years, 90.32% attend weekly, and 86.67% are involved in both Sunday School and committees.

This matters because campaign readiness depends first on trust, participation, and spiritual ownership. New Zion's internal culture appears strong enough to support a campaign conversation, especially among long-time members and active ministry participants.

2. MISSION CONFIDENCE IS HIGH

Respondents consistently express confidence in the church's mission and ministry effectiveness. The congregation rated overall commitment to New Zion at an average of 4.36 out of 5 and effectiveness at fulfilling its mission at 4.40 out of 5, while interview participants rated commitment at 4.84 and mission effectiveness at 4.13.

This indicates that the campaign case should build on existing trust in the church's mission rather than trying to persuade people that the church itself is healthy. The challenge is not whether members believe in New Zion, but whether they believe this specific project is the right next step.

3. SUPPORT EXISTS, BUT NOT EQUALLY FOR EVERY PROJECT ELEMENT

Survey results show favorable support for both the children's building and the atrium, but support for the children's building is stronger and less contested. In the congregation survey, 80.28% rated the children's building a 4 or 5, compared with 73.92% for the atrium; in the interview sample, 74.19% rated the children's building a 4 or 5, compared with 77.42% for the atrium, but the comments reveal more disagreement about the atrium's necessity.

Written feedback makes the distinction clearer. Many comments affirm children's safety as a top priority, while several explicitly question whether the atrium is necessary, whether it should come later, or whether available resources should go first toward mission, maintenance, or direct ministry space.

4. STEWARDSHIP CONCERNS ARE SIGNIFICANT

A major theme across interviews and congregation comments is concern about adding new construction before addressing existing facility issues. Specific concerns include deferred maintenance in the gym, drainage in the kitchen, leakage and rot in children's space, and a broader desire not to let current buildings deteriorate while funding new ones.

This concern is strategic, not merely negative. Members are signaling that they want the church to demonstrate stewardship of present assets before asking for sacrifice toward expansion.

5. DEBT SENSITIVITY IS REAL

Several interview comments express concern about "massive debt," financial overextension, and burdening the future. Congregational comments echo similar unease, including concern that a 6-million-dollar project may be too large or too sudden.

The giving estimate data reinforces this caution. The compiled giving ranges show an estimated three-year total of roughly 1 million to 1.75 million dollars when combining interview and congregation responses, which suggests real campaign potential but also indicates that the currently described full project would likely require either significant debt, substantial scope reduction, very large lead gifts, or phased construction.

6. GIVING CULTURE IS HEALTHY, BUT CAMPAIGN CAPACITY HAS LIMITS

The church appears to have a strong generosity culture. In the interviews, 96.67% said they give consistently based on a set pattern and 64.52% said they give 10% or more of income to New Zion; in the broader survey, 58.54% said they give consistently based on a set pattern, while 30.49% give occasionally.

This means the church has a generous base for a campaign, but the broader congregation may need more cultivation to convert general goodwill into strong above-and-beyond commitments. The campaign will likely succeed best if it combines a broad participation strategy with focused conversations among key stakeholders.

CORE RECOMMENDATIONS

1. USE A PHASED PROJECT STRATEGY

The clearest recommendation is to move away from presenting the entire project as a single all-or-nothing package. A phased plan would better match the church's demonstrated giving range, reduce fear around debt, and allow leadership to prioritize the most widely supported ministry needs first.

The strongest first-phase candidate is the component most directly tied to children's safety, discipleship, and functional ministry need. A renovation of the current children and youth space may be more cost efficient than building a new building. If the atrium remains part of the long-term vision, it should be explained either as a later phase or as a scaled element whose timing depends on campaign performance and debt thresholds.

2. STRENGTHEN THE CASE WITH CONCRETE EVIDENCE OF NEED

Before asking for pledges, leadership should present a short and highly practical needs analysis. This should include room utilization, ministry bottlenecks, security concerns, guest circulation challenges, weather-related campus issues, and the ministry tradeoffs created by the current layout.

The more members can see the exact problem, the more likely they are to support the proposed solution. The current vision is compelling in principle, but many respondents still need proof that the recommended plan is the wisest path, not simply the most attractive one.

3. ADDRESS MAINTENANCE AS PART OF THE CAMPAIGN STORY

Leadership should explicitly incorporate stewardship of current facilities into the campaign plan. That could mean bundling a defined set of repairs into Phase 1, completing a set of urgent repairs before major new construction, or publicly showing how deferred maintenance will be resolved alongside expansion.

This would answer one of the most emotionally important objections raised in the comments. It would also signal that the church sees maintenance and expansion not as competing values, but as part of one faithful stewardship strategy.

4. CLARIFY THE DEBT PLAN IN PLAIN LANGUAGE

Members need a simple explanation of how much could be raised, how much debt would be required, what debt service would look like, and what spending limits leadership will not cross. Without that clarity, even supportive members may hesitate.

A transparent financial framework should include a target campaign goal, a maximum debt ceiling, phase triggers, and contingency plans if giving falls short or exceeds expectations. This kind of clarity would directly address one of the leading barriers to trust in the current proposal.

Many churches like New Zion opt to utilize between \$1 million and \$2 million to help make the project a reality sooner than later and to save money in the long run.

BOTTOM LINE

New Zion appears to have the spiritual health, credibility, and generosity culture needed to pursue a capital initiative. The main issue is not whether the church can move forward, but whether it can present a disciplined, evidence-based, and financially credible path that aligns the project scope with the congregation's confidence.

The strongest campaign project for New Zion would cost less than \$3 million and would address existing maintenance, secure and optimize children and youth space, and create more relational room for adults after worship.

The most effective next move is to simplify, phase, clarify, and re-communicate. If leadership does that well, the church will likely be in a much stronger position to invite sacrificial giving with unity and trust.

ESTIMATE OF GIVING

When it comes to estimating campaign giving, there are a handful of factors that are indicators of potential. When present, some of the factors tend to increase giving amounts and others will put negative pressure on results.

The factors that may affect giving include, but are not limited to:

- Age of church
- Trust in and stability of senior staff
- Frequency and quality of generosity and stewardship teaching
- Socioeconomic features of congregation
- Proximity to and success of last capital campaign
- Number of giving households
- Age distribution of giving households
- Project(s) link to long-term vision of church
- Length of collection period

Based on these factors, New Zion Baptist Church has indicated via this Campaign Readiness Survey that they are currently prepared to give between \$1.3-\$1.5 million for the projects as described in the case for Support.

**\$1.3 M -
\$1.5M**

Financial capacity of New Zion Baptist Church is likely higher than self-diagnosed through this survey. However, a target of \$1.5 million or more will be reached and likely exceeded if the information phase of this campaign is fully leveraged. As well, taking time to fully engage high-capacity givers and educate people on non-cash giving may change this positively by 10-15% or more.

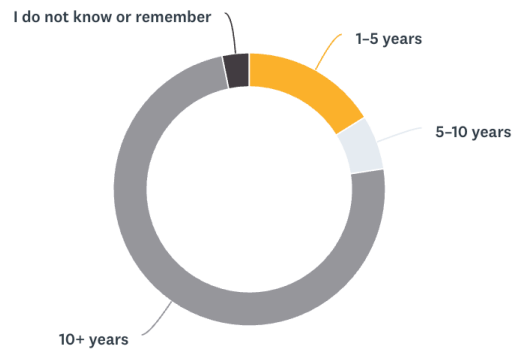
Financial results will be significantly maximized if the congregation is engaged with an opportunity to hear more explanation and clarity during the Public Phase of this campaign. Raising capital pledges in Winter of 2026 will include the necessary one-on-one, small gatherings, and congregational discipleship efforts necessary to prepare people spiritually to respond at an optimal level.

ANALYSIS OF RESPONSES

Q1: HOW LONG HAVE YOU BEEN ATTENDING THIS CHURCH?

Interviews

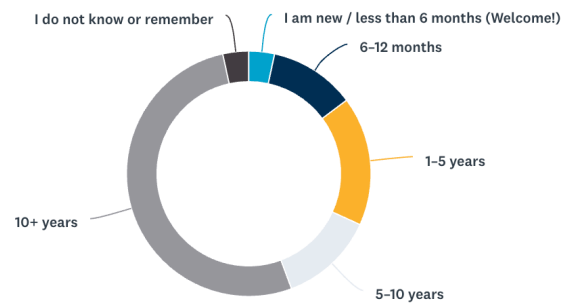
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
I am new / less than 6 months (Welcome!)	0.00%	0
6-12 months	0.00%	0
1-5 years	16.13%	5
5-10 years	6.45%	2
10+ years	74.19%	23
I do not know or remember	3.23%	1
TOTAL		31

Congregation

Answered: 88 Skipped: 0

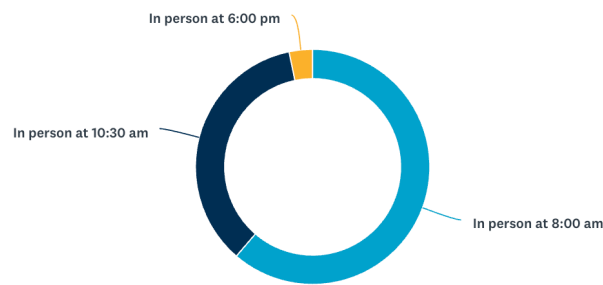


ANSWER CHOICES	RESPONSES	
I am new / less than 6 months (Welcome!)	3.41%	3
6-12 months	11.36%	10
1-5 years	17.05%	15
5-10 years	12.50%	11
10+ years	52.27%	46
I do not know or remember	3.41%	3
TOTAL		88

Q2: WHICH WORSHIP SERVICE DO YOU REGULARLY ATTEND?

Interviews

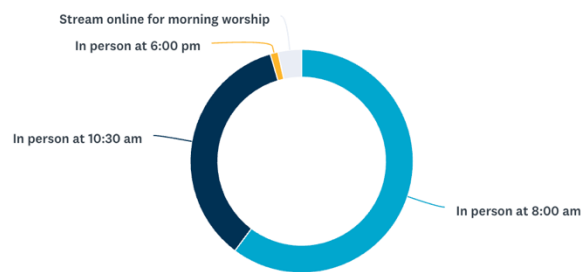
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
In person at 8:00 am	61.29%	19
In person at 10:30 am	35.48%	11
In person at 6:00 pm	3.23%	1
Stream online for morning worship	0.00%	0
Stream Online for evening worship	0.00%	0
TOTAL		31

Congregation

Answered: 88 Skipped: 0

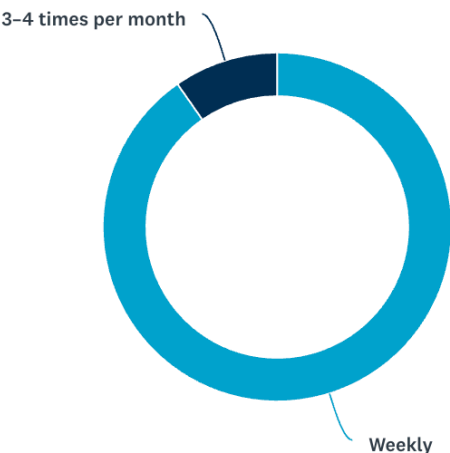


ANSWER CHOICES	RESPONSES	
In person at 8:00 am	60.23%	53
In person at 10:30 am	35.23%	31
In person at 6:00 pm	1.14%	1
Stream online for morning worship	3.41%	3
Stream Online for evening worship	0.00%	0
TOTAL		88

Q3: HOW OFTEN DO YOU TYPICALLY ATTEND WORSHIP?

Interviews

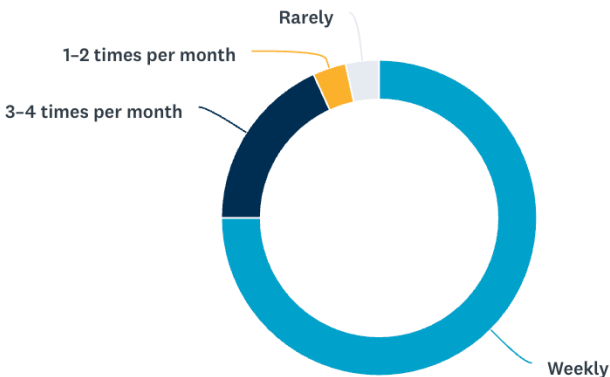
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Weekly	90.32%	28
3-4 times per month	9.68%	3
1-2 times per month	0.00%	0
Rarely	0.00%	0
TOTAL		31

Congregation

Answered: 88 Skipped: 0

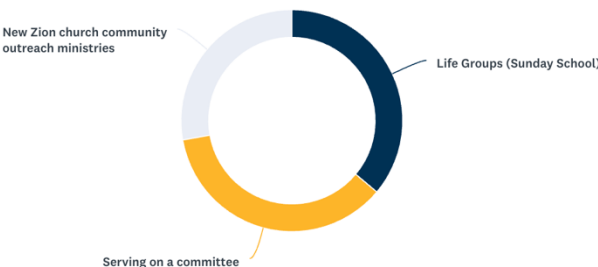


ANSWER CHOICES	RESPONSES	
Weekly	75.00%	66
3-4 times per month	18.18%	16
1-2 times per month	3.41%	3
Rarely	3.41%	3
TOTAL		88

Q4: HOW ARE YOU ENGAGED IN NEW ZION CHURCH MINISTRIES? CHECK ALL THAT APPLY.

Interviews

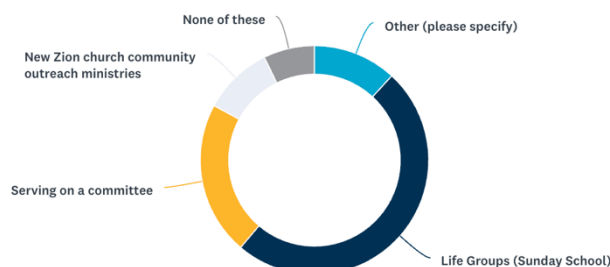
Answered: 30 Skipped: 1



ANSWER CHOICES	RESPONSES	
None of these	0.00%	0
Life Groups (Sunday School)	86.67%	26
Serving on a committee	86.67%	26
New Zion church community outreach ministries	66.67%	20
Other (please specify)	0.00%	0
TOTAL		72

Congregation

Answered: 88 Skipped: 0

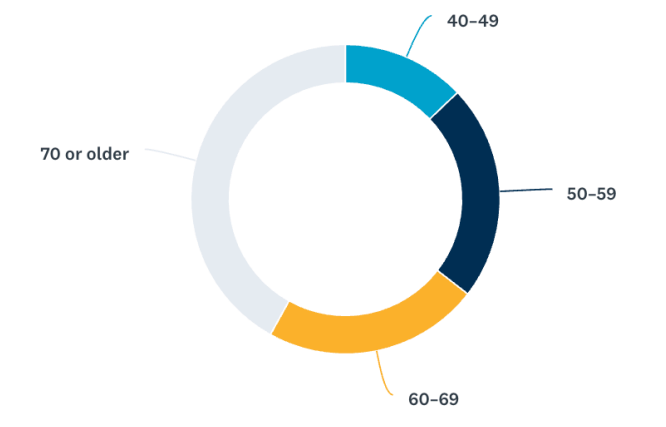


ANSWER CHOICES	RESPONSES	
None of these	12.50%	11
Life Groups (Sunday School)	85.23%	75
Serving on a committee	37.50%	33
New Zion church community outreach ministries	17.05%	15
Other (please specify)	20.45%	18
TOTAL		152

Q5: WHAT IS YOUR AGE?

Interviews

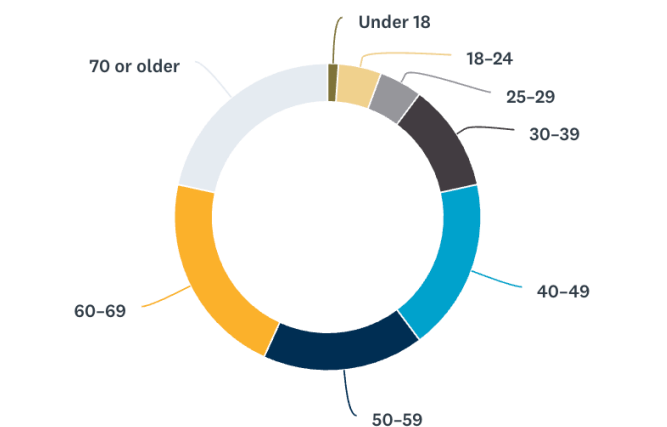
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.00%	0
25-29	0.00%	0
30-39	0.00%	0
40-49	12.90%	4
50-59	22.58%	7
60-69	22.58%	7
70 or older	41.94%	13
TOTAL		31

Congregation

Answered: 88 Skipped: 0

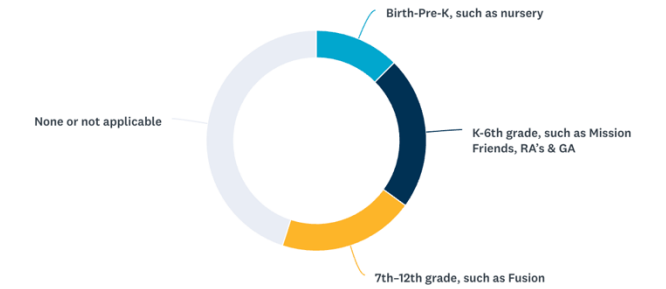


ANSWER CHOICES	RESPONSES	
Under 18	1.14%	1
18-24	4.55%	4
25-29	4.55%	4
30-39	11.36%	10
40-49	18.18%	16
50-59	17.05%	15
60-69	21.59%	19
70 or older	21.59%	19
TOTAL		88

Q6: IN WHICH MINISTRIES DO YOU HAVE CHILDREN INVOLVED? CHECK ALL THAT APPLY.

Interviews

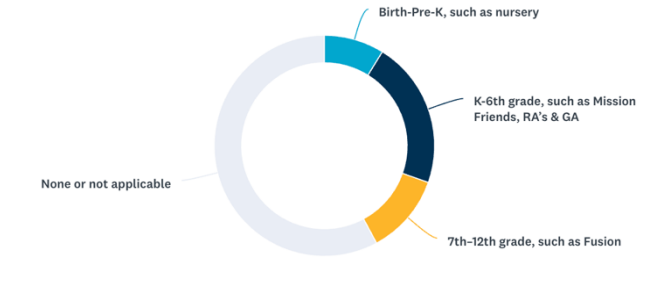
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
None or not applicable	58.06%	18
Birth-Pre-K, such as nursery	16.13%	5
K-6th grade, such as Mission Friends, RA's & GA	29.03%	9
7th-12th grade, such as Fusion	25.81%	8
TOTAL		40

Congregation

Answered: 86 Skipped: 2

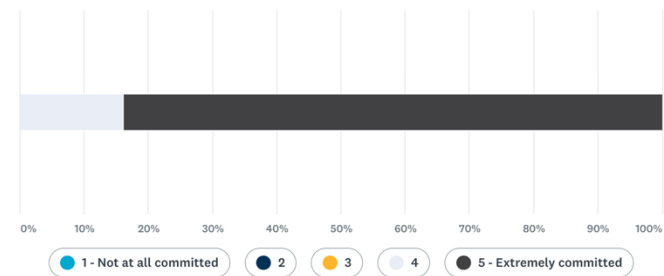


ANSWER CHOICES	RESPONSES	
None or not applicable	68.60%	59
Birth-Pre-K, such as nursery	10.47%	9
K-6th grade, such as Mission Friends, RA's & GA	25.58%	22
7th-12th grade, such as Fusion	13.95%	12
TOTAL		102

Q7: OVERALL, HOW COMMITTED ARE YOU TO NEW ZION BAPTIST CHURCH AND ITS MISSION TODAY?

Interviews

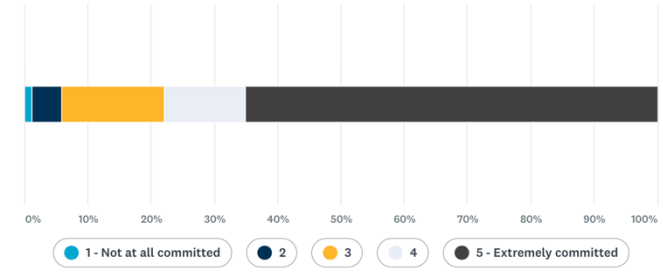
Answered: 31 Skipped: 0



1 - NOT AT ALL COMMITTED	2	3	4	5 - EXTREMELY COMMITTED	TOTAL	WEIGHTED AVERAGE
0.00%	0.00%	0.00%	16.13%	83.87%	31	4.84
0	0	0	5	26		

Congregation

Answered: 86 Skipped: 2

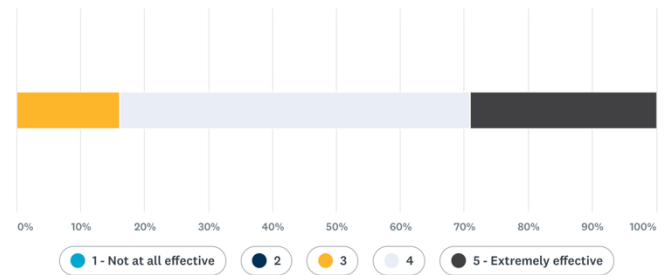


1 - NOT AT ALL COMMITTED	2	3	4	5 - EXTREMELY COMMITTED	TOTAL	WEIGHTED AVERAGE
1.16%	4.65%	16.28%	12.79%	65.12%	86	4.36
1	4	14	11	56		

Q8: IN YOUR VIEW, HOW EFFECTIVE IS NEW ZION BAPTIST CHURCH AT FULFILLING ITS MISSION?

Interviews

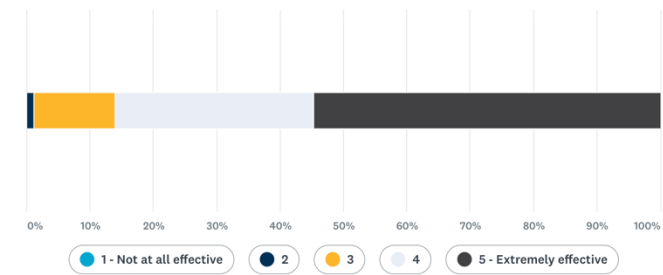
Answered: 31 Skipped: 0



1 - NOT AT ALL EFFECTIVE	2	3	4	5 - EXTREMELY EFFECTIVE	TOTAL	WEIGHTED AVERAGE
0.00%	0.00%	16.13%	54.84%	29.03%	31	4.13
0	0	5	17	9		

Congregation

Answered: 86 Skipped: 2

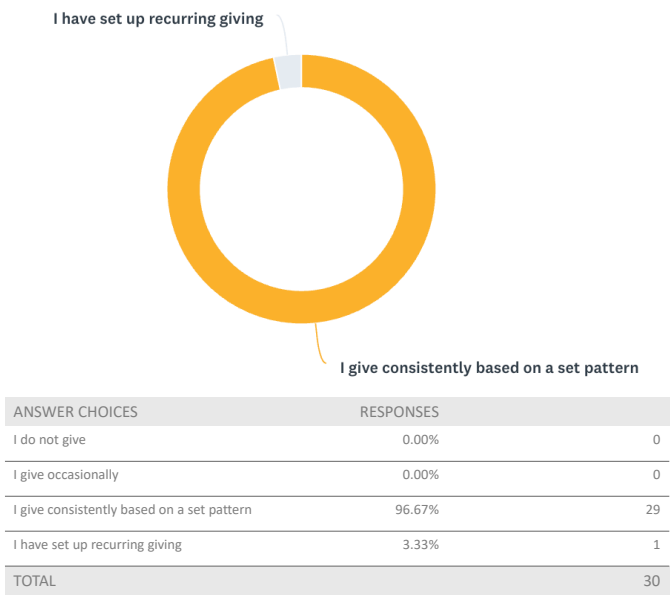


1 - NOT AT ALL EFFECTIVE	2	3	4	5 - EXTREMELY EFFECTIVE	TOTAL	WEIGHTED AVERAGE
0.00%	1.16%	12.79%	31.40%	54.65%	86	4.40
0	1	11	27	47		

Q9: WHICH OF THE FOLLOWING BEST DESCRIBES YOUR GIVING TO THIS CHURCH?

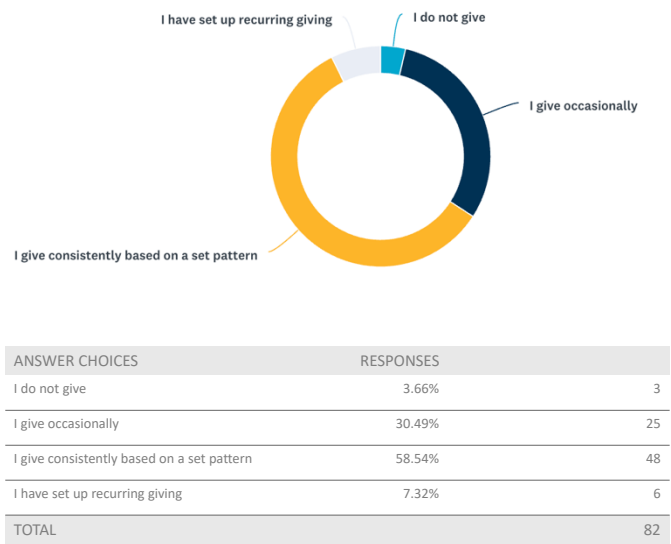
Interviews

Answered: 30 Skipped: 1



Congregation

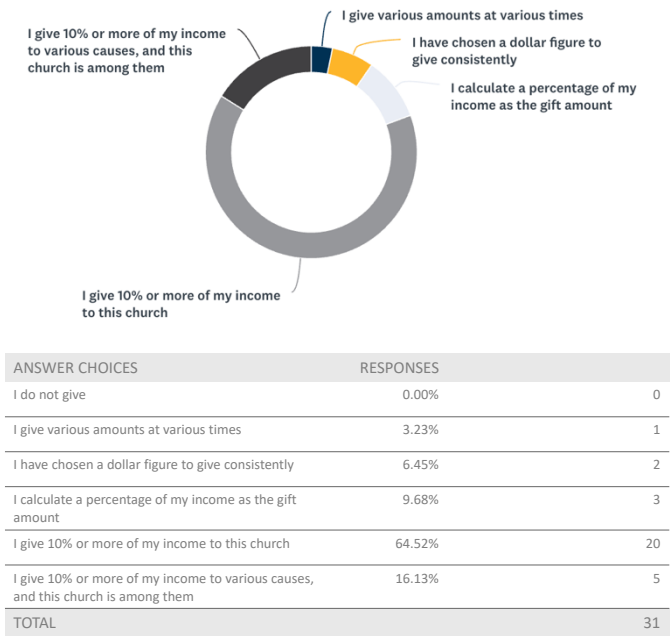
Answered: 82 Skipped: 6



Q10: HOW DO YOU DETERMINE THE AMOUNT TO GIVE TO THIS CHURCH?

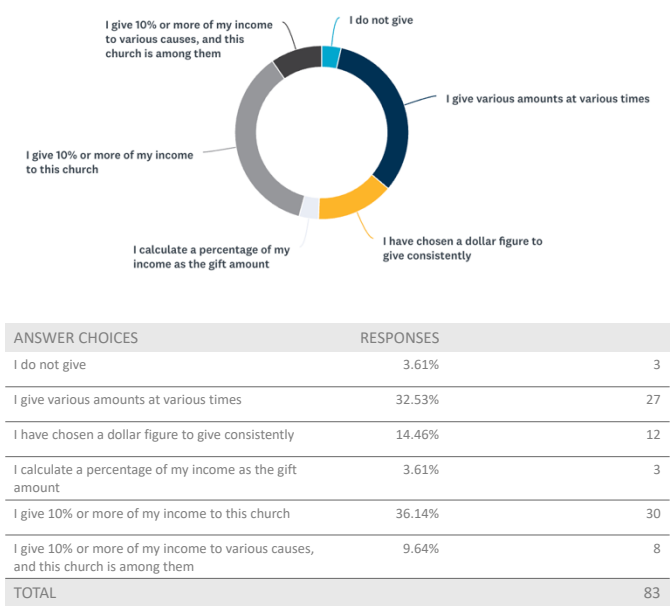
Interviews

Answered: 31 Skipped: 0



Congregation

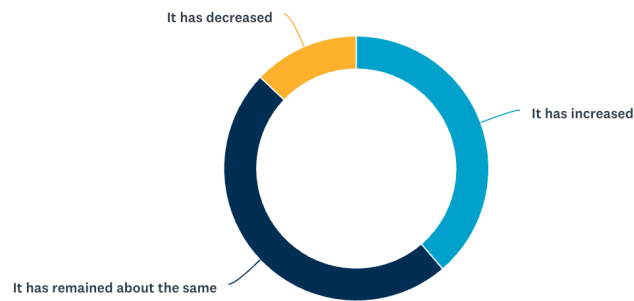
Answered: 83 Skipped: 5



Q11: DESCRIBE YOUR COMMITMENT TO FINANCIAL SUPPORT OF THIS CHURCH NOW COMPARED TO A YEAR AGO.

Interviews

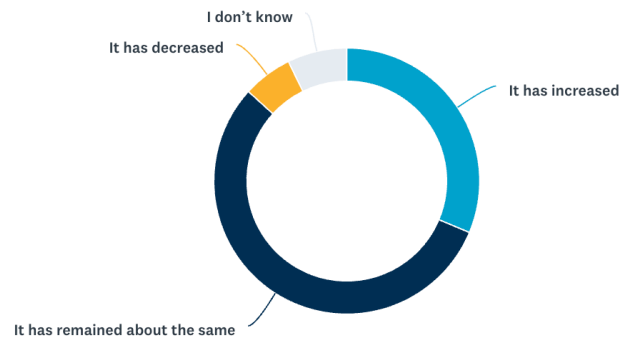
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
It has increased	38.71%	12
It has remained about the same	48.39%	15
It has decreased	12.90%	4
I don't know	0.00%	0
TOTAL		31

Congregation

Answered: 83 Skipped: 5

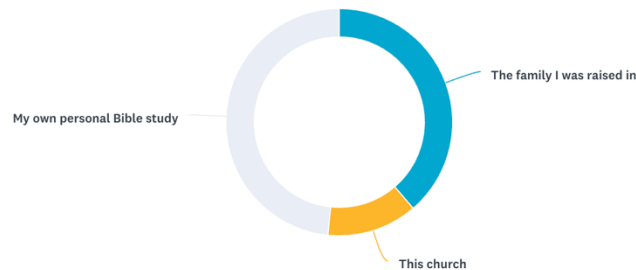


ANSWER CHOICES	RESPONSES	
It has increased	31.33%	26
It has remained about the same	55.42%	46
It has decreased	6.02%	5
I don't know	7.23%	6
TOTAL		83

Q12: SELECT THE MOST SIGNIFICANT INFLUENCE ON YOUR VIEW OF GENEROSITY.

Interviews

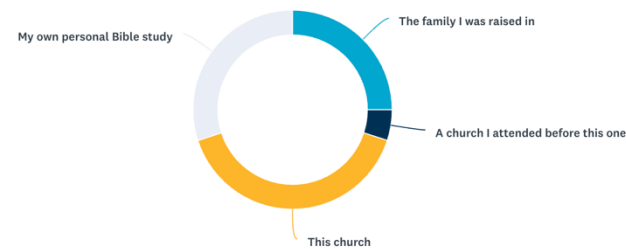
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
The family I was raised in	38.71%	12
A church I attended before this one	0.00%	0
This church	12.90%	4
My own personal Bible study	48.39%	15
TOTAL		31

Congregation

Answered: 80 Skipped: 8

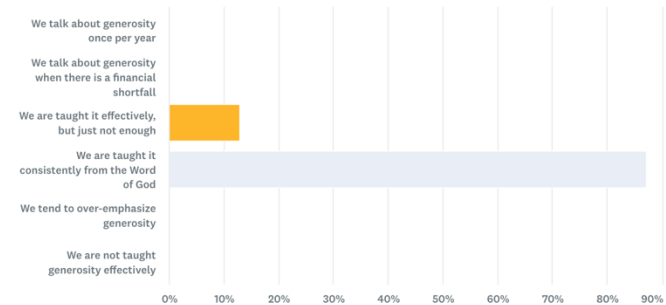


ANSWER CHOICES	RESPONSES	
The family I was raised in	25.00%	20
A church I attended before this one	5.00%	4
This church	40.00%	32
My own personal Bible study	30.00%	24
TOTAL		80

Q13: PLEASE SELECT THE MOST APPROPRIATE RESPONSE TO HOW YOU THINK NEW ZION TEACHES ABOUT AND ENCOURAGES GENEROSITY.

Interviews

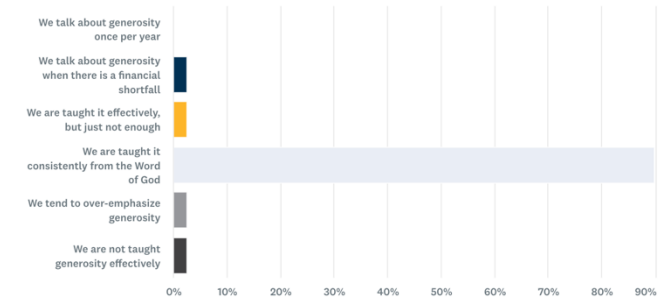
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
We talk about generosity once per year	0.00%	0
We talk about generosity when there is a financial shortfall	0.00%	0
We are taught it effectively, but just not enough	12.90%	4
We are taught it consistently from the Word of God	87.10%	27
We tend to over-emphasize generosity	0.00%	0
We are not taught generosity effectively	0.00%	0
TOTAL		31

Congregation

Answered: 79 Skipped: 9

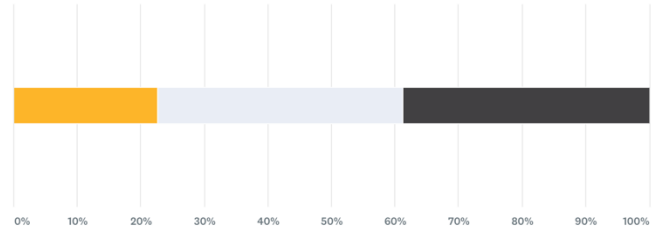


ANSWER CHOICES	RESPONSES	
We talk about generosity once per year	0.00%	0
We talk about generosity when there is a financial shortfall	2.53%	2
We are taught it effectively, but just not enough	2.53%	2
We are taught it consistently from the Word of God	89.87%	71
We tend to over-emphasize generosity	2.53%	2
We are not taught generosity effectively	2.53%	2
TOTAL		79

Q14: RATE HOW WELL NEW ZION BAPTIST'S VISION FOR THE FUTURE HAS BEEN COMMUNICATED WITH YOU.

Interviews

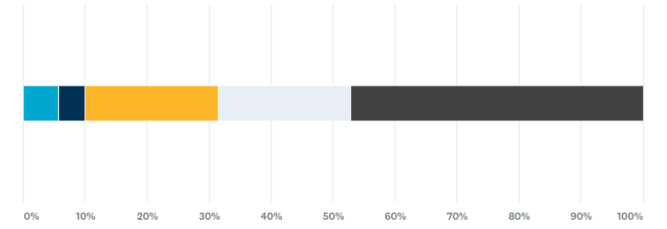
Answered: 31 Skipped: 0



1 - NOT COMMUNICATED WELL AT ALL	2	3	4	5 - COMMUNICATED EXTREMELY WELL	TOTAL	WEIGHTED AVERAGE
0.00%	0.00%	22.58%	38.71%	38.71%	31	4.16
0	0	7	12	12		

Congregation

Answered: 70 Skipped: 18

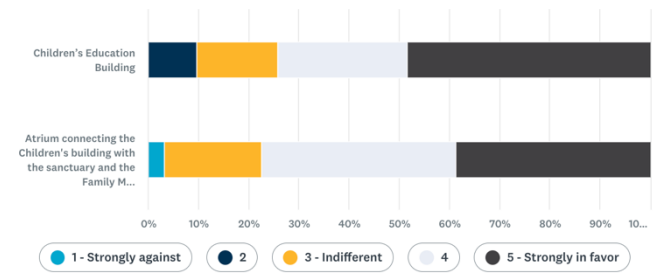


1 - NOT COMMUNICATED WELL AT ALL	2	3	4	5 - COMMUNICATED EXTREMELY WELL	TOTAL	WEIGHTED AVERAGE
5.71%	4.29%	21.43%	21.43%	47.14%	70	4
4	3	15	15	33		

Q15: RATE HOW STRONGLY YOU BELIEVE THE PROJECT AS PROPOSED WILL HELP ADVANCE THE MISSION AND VISION OF THE CHURCH. PLEASE RATE THESE ON A 1–5 SCALE WHERE 1 IS “STRONGLY AGAINST” AND 5 IS “STRONGLY IN FAVOR.” A RATING OF 3 WOULD BE “INDIFFERENT.”

Interviews

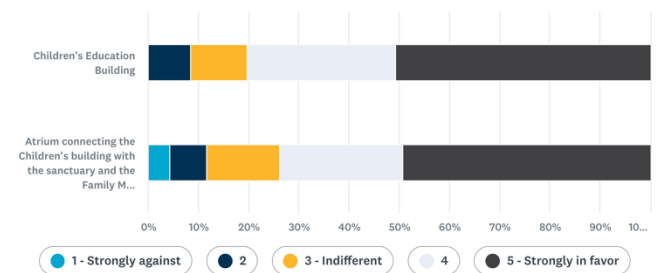
Answered: 31 Skipped: 0



	1 - STRONGLY AGAINST	2	3 - INDIFFERENT	4	5 - STRONGLY IN FAVOR	TOTAL	WEIGHTED AVERAGE
Children's Education Building	0.00% 0	0.00% 0	16.13% 5	25.81% 8	58.09% 18	31	4.13
Atrium connecting the Children's building with the sanctuary and the Family Ministry Center	3.23% 1	0.00% 0	19.35% 6	38.71% 12	38.71% 12	31	4.10

Congregation

Answered: 71 Skipped: 17

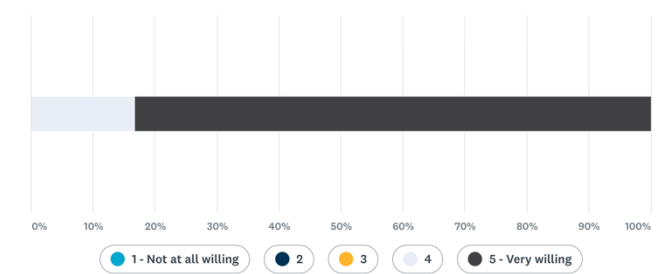


	1 - STRONGLY AGAINST	2	3 - INDIFFERENT	4	5 - STRONGLY IN FAVOR	TOTAL	WEIGHTED AVERAGE
Children's Education Building	0.00% 0	8.45% 6	11.27% 8	29.58% 21	50.70% 36	71	4.23
Atrium connecting the Children's building with the sanctuary and the Family Ministry Center	4.35% 3	7.25% 5	14.49% 10	24.64% 17	49.28% 34	69	4.07

Q16: ARE YOU WILLING TO SUPPORT THIS PROJECT FINANCIALLY, ABOVE AND BEYOND YOUR REGULAR GIVING?

Interviews

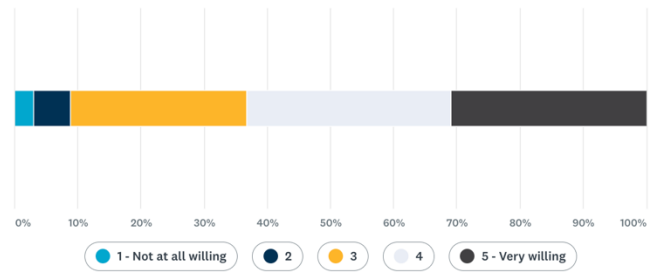
Answered: 30 Skipped: 1



1 - NOT AT ALL WILLING	2	3	4	5 - VERY WILLING	TOTAL	WEIGHTED AVERAGE
0.00% 0	0.00% 0	0.00% 0	16.67% 5	83.33% 25	30	4.83

Congregation

Answered: 68 Skipped: 20

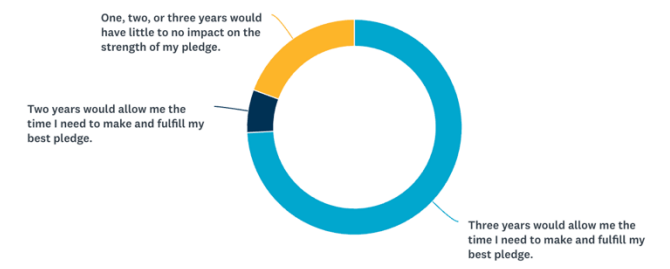


1 - NOT AT ALL WILLING	2	3	4	5 - VERY WILLING	TOTAL	WEIGHTED AVERAGE
2.94% 2	5.88% 4	27.94% 19	32.35% 22	30.88% 21	68	3.82

Q17: CAMPAIGNS USUALLY SPAN 2–3 YEARS TO GIVE PEOPLE TIME TO FULFILL THEIR ABOVE-AND-BEYOND REGULAR GIVING CAMPAIGN PLEDGES. HOW WOULD THE LENGTH OF THE GIVING PERIOD IMPACT THE STRENGTH OF YOUR GIFT?

Interviews

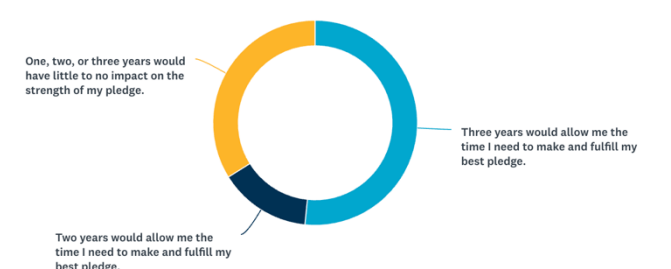
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Three years would allow me the time I need to make and fulfill my best pledge.	74.19%	23
Two years would allow me the time I need to make and fulfill my best pledge.	6.45%	2
One, two, or three years would have little to no impact on the strength of my pledge.	19.35%	6
TOTAL		31

Congregation

Answered: 62 Skipped: 26

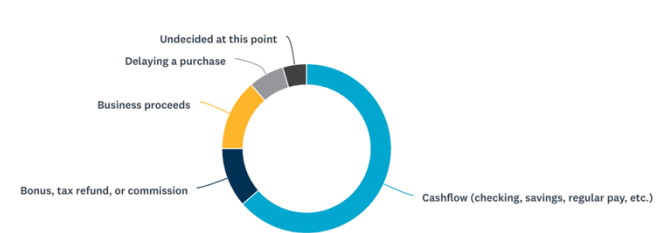


ANSWER CHOICES	RESPONSES	
Three years would allow me the time I need to make and fulfill my best pledge.	51.61%	32
Two years would allow me the time I need to make and fulfill my best pledge.	14.52%	9
One, two, or three years would have little to no impact on the strength of my pledge.	33.87%	21
TOTAL		62

Q18: WHERE WOULD YOU LIKELY FIND FINANCIAL RESOURCES FOR OVER-AND-ABOVE SUPPORT? CHECK ALL THAT APPLY.

Interviews

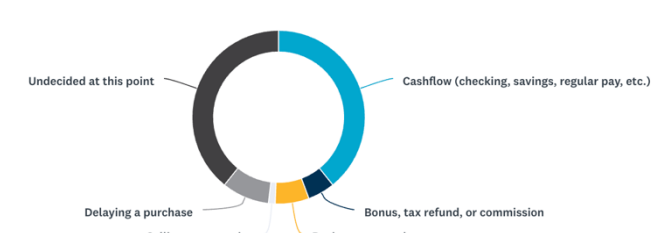
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Cashflow (checking, savings, regular pay, etc.)	90.32%	28
Bonus, tax refund, or commission	16.13%	5
Business proceeds	19.35%	6
Selling a possession	0.00%	0
Delaying a purchase	9.68%	3
Undecided at this point	6.45%	2
TOTAL		44

Congregation

Answered: 69 Skipped: 19

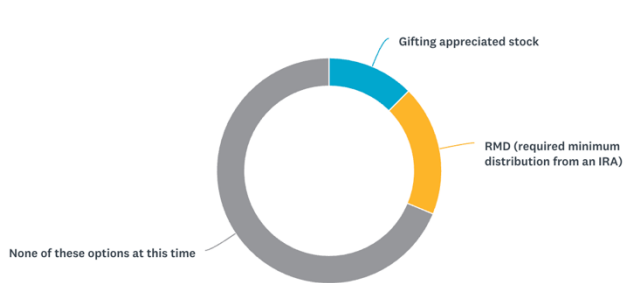


ANSWER CHOICES	RESPONSES	
Cashflow (checking, savings, regular pay, etc.)	44.93%	31
Bonus, tax refund, or commission	5.80%	4
Business proceeds	7.25%	5
Selling a possession	1.45%	1
Delaying a purchase	10.14%	7
Undecided at this point	44.93%	31
TOTAL		79

Q19: WOULD ANY OF THE FOLLOWING OPTIONS BE A POTENTIAL SOURCE OF FUNDS FOR YOU? CHECK ALL THAT APPLY.

Interviews

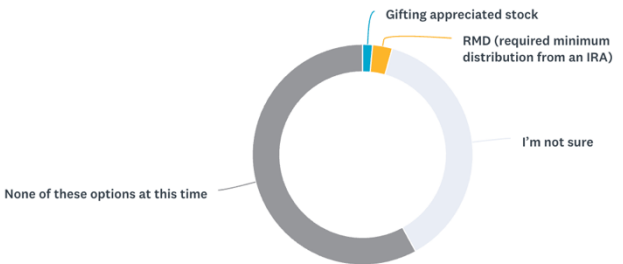
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES
None of these options at this time	70.97%
Gifting appreciated stock	12.90%
Family foundation or Charitable Trust	0.00%
RMD (required minimum distribution from an IRA)	19.35%
I'm not sure	0.00%
TOTAL	32

Congregation

Answered: 69 Skipped: 19



ANSWER CHOICES	RESPONSES
None of these options at this time	57.97%
Gifting appreciated stock	1.45%
Family foundation or Charitable Trust	0.00%
RMD (required minimum distribution from an IRA)	2.90%
I'm not sure	37.68%
TOTAL	69

Q20: PLEASE GIVE AN ESTIMATE OF YOUR HOUSEHOLD GIFT. (FOR MARRIED COUPLES WHO ARE BOTH COMPLETING A SURVEY, PLEASE ONLY HAVE ONE ESTIMATE OF AN AMOUNT TO AVOID DOUBLE COUNTING.)

Interviews

Answered: 30 Skipped: 1

Congregation

Answered: 62 Skipped: 26

Responses are reviewed and aggregated in the **Estimate of Giving** on page 7.