



Campaign Readiness and Feasibility Executive Summary

University Presbyterian Church

March 31, 2025

Executive Summary

University Presbyterian Church (UPC) embarked on a Campaign Readiness and Feasibility Study to assess the community's capacity and willingness to support a proposed \$5.67 million capital campaign. Conducted by Armstrong McGuire, the study aimed to ensure that UPC is poised for a successful fundraising effort that addresses renovations and facility improvements.

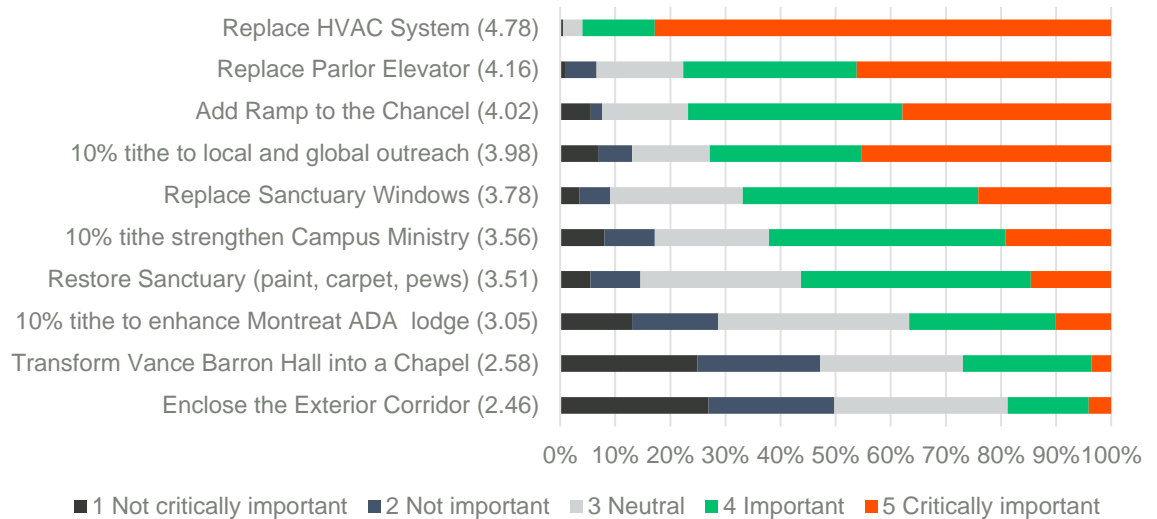
Findings

1. **Community Support and Engagement:** The study found high engagement and support from the congregation, with 290 members and staff leaders attending a listening session and 41% of registered households completing a survey.
2. **Church Leadership and Financial Health:** Both lay and pastoral leaders received high marks for their commitment and effectiveness. Members indicated deep trust of its leaders. Financially, UPC is in a strong position with no current debt, a strong stewardship program, and an established endowment.
3. **Member Perceptions and Priorities:** Members expressed a deep connection and sense of belonging. They frequently called UPC a welcoming, inclusive and vibrant community. Priorities for capital improvements focused on enhancing environmental sustainability through HVAC and windowpane replacements, improving accessibility by updating the parlor elevator and installing a ramp to the chancel, and maintaining a strong commitment to **local** outreach through a designated tithe of 10% of the proposed campaign. Other proposed priorities such as transforming Vance Barron Hall and enclosing the corridor did not merit the same level of interest or support.
4. **Potential for Fundraising:** The study indicated the potential for reaching a campaign goal of approximately \$4.0-\$4.2 million based on the current stewardship patterns and the identified high and low gift ranges from households who participated in the study. A campaign at this level supports the highest identified priorities.

Recommendations

1. **Campaign Focus:** Prioritize projects that enhance environmental care, improve accessibility, and support local outreach efforts in alignment with member responses below.

Survey Responses: Capital Priorities



2. **Fundraising Goal:** Set an initial campaign goal of \$4.0-\$4.2 million.
3. **Campaign Execution:** Launch the comprehensive campaign in fall 2025 with a structured plan that includes early commitments from church leaders and families who have indicated a willingness to consider an early investment.
4. **Planned Giving:** Incorporate planned giving to help members make their ultimate gifts to the church through their estates. Documenting and structuring these gifts will ensure the long-term financial health of the church.

The Campaign Readiness and Feasibility Study confirms that UPC is well-positioned to launch a capital campaign. With strong leadership, committed members, and a clear set of priorities, UPC can effectively move forward with its planned improvements, ensuring that the physical campus continues to serve as a launch pad for ministry. It is important to note that most feedback was gathered during a period of economic uncertainty. We believe this is a

reason some members want to stay focused on the most critical needs of the church and the community.

The gift chart that follows shows the potential path to achieving a \$4.0-\$4.2M goal:

Gift Amount	Gifts Needed	Total
\$600,000	1	\$600,000
\$200,000	1	\$200,000
\$100,000	4	\$400,000
\$75,000	4	\$300,000
\$60,000	8	\$480,000
\$30,000	30	\$900,000
\$15,000	40	\$600,000
\$10,000	30	\$300,000
\$6,000	45	\$270,000
\$3,000	50	\$150,000
less	many	
		\$4,200,000

The following revised budget was proposed to align with the priorities identified in the study. Please note that the partial sanctuary work is required to support the priorities listed above those lines:

Campaign Projects	Estimated Cost	Stretch Goals	
Replace HVAC	\$2,840,000	Sanctuary Lighting	\$50,000
Replace Sanctuary Windows	\$160,000	AV in the Sanctuary	\$280,000
Replace Parlor Elevator	\$200,000		
Add Ramp to Chancel	\$80,000		
Priority Project Total:	\$3,280,000	Stretch Total:	\$330,000
Sanctuary Paint, Pews, Carpet	\$500,000		
Overall Project Total:	\$3,780,000		
Local 10% Tithe	\$378,000	10% Tithe on Stretch	\$33,000
TOTAL + 10% TITHE	\$4,158,000	With Stretch	\$4,521,000

The study underscores the importance of transparent communication and careful planning in achieving the campaign goals, recommending a phased approach to both fundraising and project execution to align with community feedback and financial realities.

On behalf of the Armstrong McGuire team, thank you for the opportunity to partner with University Presbyterian Church to help you plan for your future.