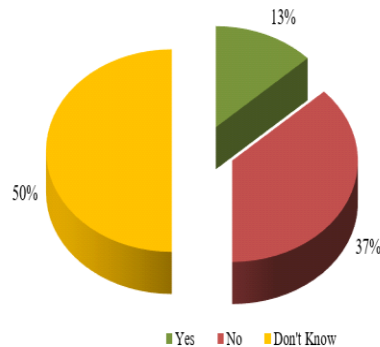


Response Rate

148 Households of St. Peter's were exposed to the survey. 55 surveys were completed for a 37% total response rate, but only 13% indicated a range of giving.

9- Personal Interviews
41 - Electronic
5 - Paper

Is The Goal Achievable?



PROS

A beautiful, historic church

Central location

Some of the projects are obviously needed

CONS

Capacity of parishioners

Goal too high

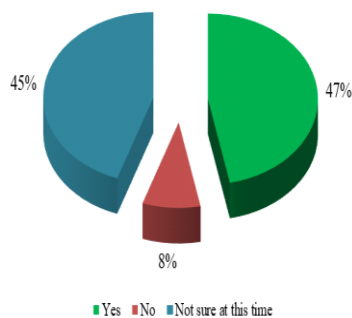
Large Projects are unnecessary

Shrinking membership

Lack of families and new people

Conflicting ideas among our membership

Willing to Contribute



Is the goal achievable? Responses indicate the proposed goal is too high.

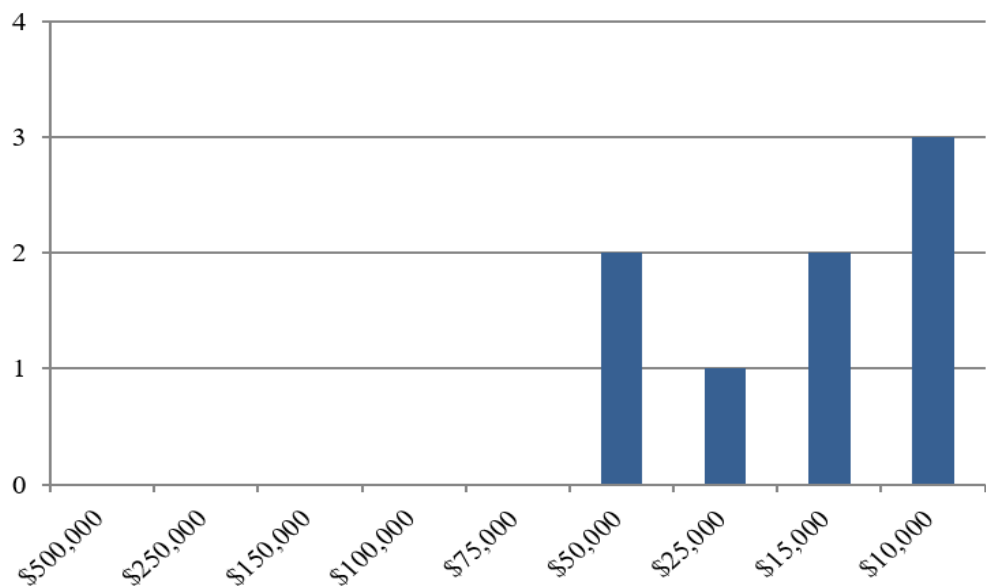
- 50% of respondents don't know if the goal is reachable.
- 13% think it can be reached
- 37% do not think it can be reached.

Recommended goal: \$237,000

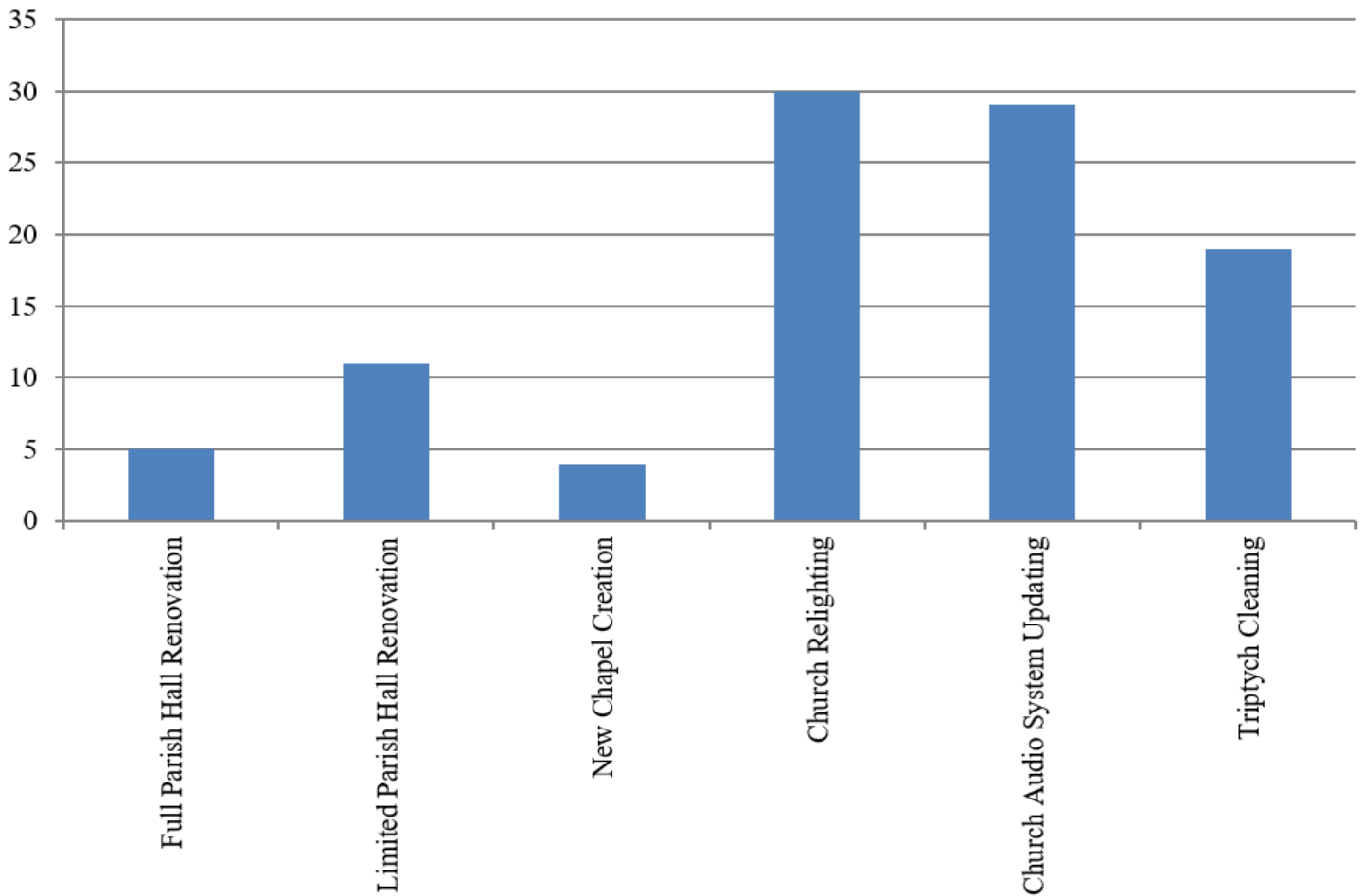
The amount tested for support by the people of St. Peter's's was \$922,500 to \$2,672,500

22 Respondents self-indicated within a range of gift levels; the average of the gifts identified is \$158,000. A multiplier of 1.5 was used.

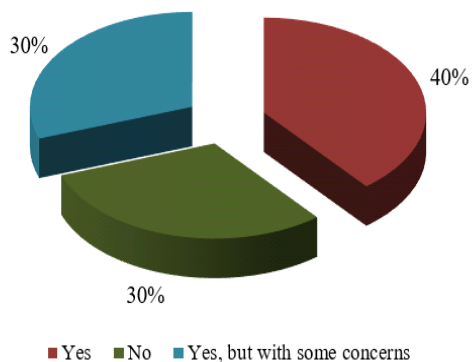
Projected Large Gifts



Project Priorities - High Priority



Support this Campaign



The people of St. Peter's willing to contribute to this campaign.

- 75% are in favor of the campaign, although some with reservations
- 47% of respondents would give to the campaign
- Only 5 respondents are willing to volunteer to work on campaign – and 14 individuals have been named for a leadership role.