

KAIROS

TRINITY LUTHERAN CHURCH
Rocky Point, NY
Feb. 22-23, 2014
Pastor Renee LiaBraaten, Consultant

CAPITAL CAMPAIGN
RESOURCE ASSESSMENT
REPORT AND RECOMMENDATIONS

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PROCESS

In preparation for launching a Capital Campaign, Trinity Lutheran Church engaged Kairos and Associates to conduct a Resource Assessment, with Pastor Renee LiaBraaten serving as the consultant. A planning team was convened to chart a course for the process, provide for all logistical arrangements, and to strategize with Pastor LiaBraaten to achieve the maximum participation of representative individuals within the congregation. The members of the team included Lorraine Hughes, Laretta Kaessinger, Mel Rolfe, Joan Wozniak, Russ Young and Pastor Jeffrey Kolbo.

The objectives of the Resource Assessment were as follows:

- Determine the current level of awareness, understanding and support for the proposed renovation and expansion of Witzman Hall.
- Assist congregational leaders in communicating the benefits of the proposed renovations and expansion in an effective and timely manner to build unity and excitement.
- Identify leadership and key financial supporters, whose involvement is crucial in raising the necessary enthusiasm and resources to carry out the capital campaign.

Interviews and Focus Groups

To implement the assessment, Pastor LiaBraaten was at Trinity on Feb. 9-12 to conduct 34 confidential interviews and 5 focus groups. 43 people participated in the interviews and 36 additional people (representing 28 households) participated in the focus groups. A specific format was followed for each interview and focus group to gather quantifiable and comparable data in the form of advice, perceptions, opinions and other pertinent information.

INTERVIEW AND FOCUS GROUP RESPONSES

The first number on the right indicates the number of people out of 34 interviews who responded with this answer. The **bold** number indicates the number of focus groups (out of the five focus groups) in which this response was expressed.

1. How long have you been involved with Trinity Lutheran Church?

The length of involvement with Trinity among those interviewed or attending a focus group ranged from less than 1 year to 60+ years.

Less than 1 year	1	30-39 yrs.	6
1-5 yrs.	7	40-49 yrs.	6
6-9 yrs.	10	50+ yrs.	6
10-19 yrs.	14	Lifelong	3
20-29 yrs.	9		

2. The things that initially attracted people to Trinity:

1. Lutheran 21 5 (This response was expressed in all five focus groups.)
2. Pastor at the time 14 3
3. Vibrant programs for children and youth 12 5
4. Friendly, welcoming people 10 4
5. Came with parents as a child or married a member 9 4
6. Engaging sermons 9 1
7. Invited by a member 8 4
8. Location 8 4
9. The vitality of the congregation 8 3
10. Involvement in the community 4
11. Striking style of building 3 1
12. Nursery School 2 2

✠ *“We visited all the Lutheran churches in the area, but kept coming back to Trinity. We always left smiling and talking about how wonderful it was—the people, the pastors, the programs... It was just a perfect fit for us.”*

✠ *“We liked the atmosphere—the spirit of the place. We left feeling like we learned something. The sermons were relevant and engaging. Pastor Kolbo is the best deliverer of the message that I have ever heard! And the two pastors are such a great combination. They each bring a different quality and together they touch so many more people.”*

✠ *“We came and we loved it right away. The people were really friendly and we loved the pastors. I’d never seen a church that had so much love, devotion and concern for the young people. This was definitely one of the things that attracted us.”*

✠ *“Our kids loved Vacation Bible School and the youth program drew us in. When we visited the first time, the people were very warm and welcoming. We felt so comfortable that it seemed like we had been going here forever.”*

✠ *“We were attracted by the incredibly dynamic pastors, and the youth and community programs.”*

✠ *“We had heard from others that this was quite a place. We knew a family who went here and they kept raving about the youth programs and pastors. We decided to give it a try and we have been very happy here.”*

✠ *“We were attracted by the thriving youth program and the energizing atmosphere.”*

✠ *“We were invited to come here because of the great youth program. But when we visited, we were so impressed by how many people were involved and how many exciting things were offered for all ages. We loved the vitality of the congregation.”*

3. The most meaningful aspects of involvement now:

1. Sense of family / Friendships / Involved, caring people 22 5
2. Dynamic Sunday School / Youth Program 19 5
3. Focus on helping others / Involvement in community 17 4
4. Incredibly gifted, dedicated pastors 15 5
5. Opportunities for meaningful involvement 15 3
6. Relevant, engaging sermons 14 3
7. Inspiring worship / Variety of styles and times 12 3

8. Spiritual nurture / Bible studies 9 1
9. Mission Trips / Compassion Tours 8 5
10. Fellowship Events 8 4
11. The comfortable, accepting, non-judgmental atmosphere 8 2
12. Invited Inn / Food Pantry / Soup Kitchen 8 3
13. The vibrant atmosphere 7 1
14. The music program 6 1

✚ *“This church is an anchor for our family. It is a huge part of our life and something we want to pass on to our children and grandchildren. It is wonderful to be a part of a vibrant community of caring people.”*

✚ *“I love the people here. They are down to earth. They don’t push anything on you and give you space to decide how you want to be involved. They live their faith and I really admire them. The people make me want to come and get involved.”*

✚ *“This church helps me find purpose in my life and encourages me to focus on what is really important. It is a second home for my family—a place where we relax and rejoice in good times and are supported in hard times.”*

✚ *“We love the youth group and Sunday School program. Sunday School is very important for our daughter. We want her to have a church family and church friends. She loves it here. She talks about Jesus and God and this is a wonderful thing.”*

✚ *“I am amazed at how many people are so enthusiastic about keeping the kids involved. I love that about our church. The children and youth are as much a part of the church as the adults.”*

✚ *“The youth program has been so great for my kids. Our son has a strong faith life and has really blossomed.”*

✚ *“I love looking into the faces of the children and seeing the energy and excitement. I really enjoy being part of nurturing faith in our young people.”*

✚ *“I love all the good will that goes on through this church.”*

✚ *“I enjoy our pastors and love their energy. Their sermons motivate me to practice my faith.”*

✚ *“Pastor Bruce is like the energizer bunny. He is so inspiring and he lives his faith. He is not afraid to let his light shine.”*

✚ *“The pastors and people are so warm and welcoming! I love the relevance of the sermons. It makes my faith feel like something that is living.”*

✚ *“We love the vibrancy of this place. It is so refreshing. It is wonderful to see all the little kids come up for the children’s sermon and to see all the young families. We have all ages and we love it. When we leave church we feel uplifted.”*

✚ *“We love our pastors. Pastor Kolbo is a great leader and preacher. Pastor Bruce is the spark of our congregation. He has had such a big impact on this church. He is full of energy and great with the kids. Our pastors really complement each other.”*

✚ *“I love the way we are a vibrant, growing, God-centered church.”*

✚ *“I love the variety of worship services and the fact that we have a variety of things for a variety of people. It is amazing how many ways you can get involved.”*

✚ *“I love the way you can find whatever you want here in activities and pastoral styles. There is something for everyone at Trinity.”*

✠ *“No matter how long it has been since you have been here, you are always welcomed. There is never any judgment. It feels like a family.”*

4. How would you articulate the mission of your church?

1. To serve the community / Help those in need 25 5
2. To reach out to the community and welcome everyone 15 4
3. To nurture faith in all ages--especially in children and youth 15 4
4. To help people live out their faith in daily life 12 4
5. To spread the word of God / teachings of Jesus 11 1
6. To be an example of Christian living 9 2
7. To support and care for each other 7 4
8. To help people connect with God 7 3

✠ *“We are here to show others that God loves them and welcomes them. That is our message. Our purpose is to reach out to the greater community—especially those in need—to look outward, not inward.”*

✠ *“Our purpose is to be a witness to God’s love--to model a Godly environment and encourage our people to model a Godly life in their every day lives.”*

✠ *“Our purpose is to live out the gospel with sincerity, dedication and humility.”*

✠ *“The purpose of our church is to help us grow together in our faith and to share our gifts and our faith with others. We don’t just talk about our faith, we act on it.”*

✠ *“We are a mission oriented church and I think this is a great focus. It is our reason for being here—to help others. We nurture faith here and then provide opportunities for each of us to live out our faith.”*

✠ *“We are here to be the hands of Jesus, to invite others into the love, and to provide worship that is welcoming and not intimidating.”*

✠ *“We offer help with love in the name of God.”*

✠ *“Our purpose is to help people develop a relationship with God and a life style of service.”*

✠ *“Our purpose is to help young people make Christian living a part of their life. We try to provide a good foundation for them to bring the teachings of Christ into their life in a relevant, meaningful way.”*

✠ *“I think we have three main goals: We are here to nurture faith in our youth, keep them involved and equip them for life; to serve those who are less fortunate; and to care for those who are retired and older.”*

✠ *“We are here to make a difference in our community and beyond. Nurturing the spiritual growth of our members is very important--including our children and youth. In school our kids are taught how to get ahead, but they are not taught how to help their community come with them. Our church is here to provide a good balance.”*

5. How do you feel about the proposed plan for renovating and expanding the parish hall?

1. It is necessary and important 21 5
2. We need expanded and more efficient space to accommodate our growing ministries 19 4
3. It is a wonderful and well thought out plan 12 5

4. Would like more details 8
5. This plan will strengthen our programs for children and youth 8 2
6. It is very exciting 7 1
7. It is long overdue 6 1
8. Concerned about the cost –Can we afford it? 4
9. Needs to happen while both pastors are still here 4

✚ *“The parish hall gets used a lot, and if we want to continue to grow and energize our ministries, the renovation and expansion is needed.”*

✚ *“This is a very worthwhile and noble endeavor.”*

✚ *“I think it is a great plan—absolutely necessary and very attractive.”*

✚ *“It is wise and intelligent to invest in your future. We really need to do this!”*

✚ *“The building is not keeping up with what we want to do. Because of all the activities we do and all the things we support, there were a lot of things to take into consideration. I am very impressed with this plan.”*

✚ *“I appreciate that the plan is not over blown and the leaders felt the need to curb the spending. This plan will allow us to do what we do, but do it better and more efficiently. It will also make it much easier and less frustrating for our volunteers. We do a lot of serving, fundraising and fellowship in this space, all of which involve food, so a more functional kitchen is critical.”*

✚ *“This plan will create a much better learning environment for our kids and it will be great to be able to use the space for activities like basketball and volleyball. We need to provide this kind of updated space so that we can make the most of the short time we have to nurture their faith and sense of connection to our church.”*

✚ *“I am very excited about this. It is a big investment, but people invested in this church building before I came here and created a wonderful environment for me and for my family. We need to pay it forward. I know we have to be careful about debt, but I believe that God will provide if we are doing it in God’s name.”*

✚ *“Taking care of our church is very important. Before I came, there were a lot of faithful people here who built this beautiful church. I feel that their souls are still with us. Someday I am not going to be here, and I want to make sure the people who come after me have a good place to worship and serve.”*

✚ *“I am very excited about the plan. People from the community are in the parish hall a lot for things like VBS and preschool. The minute you walk into the building you can see that it is tired and out dated. This is not the message we want to send others about who we are.”*

✚ *“The leaders have put a lot of time, thought and energy into creating the best thing they could achieve. This will satisfy our needs and will not be too much of a burden. It is important to me that we are planning to use local contractors.”*

✚ *“I know that this is needed, but I am concerned about the cost because we are coming to a point in the life of our church when one of our pastors is going to retire. Our pastors are a great team and play off each other very well. Jeff has made such a mark here, and Bruce is fantastic with the kids. When Jeff retires, will we lose members? And how long will it take to get a new pastor?”*

6. What benefits do you think will result from the renovation and expansion?

1. It will provide much needed space for current ministries and the potential for expanding what we offer 24 5
2. An updated, more efficient kitchen and Food Pantry will make it so much easier for our volunteers 19 4
3. The space will be more inviting and attract more people 17 3
4. It will enhance our programs for children and youth 15 4
5. It will enhance fellowship events within the congregation and those events we offer for the community 15 4
6. The renewed space will help us make a better first impression / send a more accurate message about who we are 13 3
7. We need adequate, updated space to support and encourage growth 12 3
8. It will allow more people to attend our monthly dinners 12 3
9. It will make our nursery school more appealing 11 2
10. The high ceiling will allow for indoor sports 10 3
11. The new meeting space with a private entrance will be offer appropriate space for AA and encourage multi-use of the building 10 3
12. It will improve safety and security 8 2
13. The space will be more appealing to young families 8 3
14. There will be cost savings due to more energy efficient windows and heating 7 1
15. The space will be used more for wedding receptions, showers, etc. 6 3

✠ *“We desperately need the space to continue to grow our ministries. The renovated space will be more conducive to the kinds of groups that meet in the building, especially in terms of providing more privacy for AA and security for the nursery school. It will be a much more attractive and appealing building and a better representative of who we are. The present building does not speak to who we are. We are alive and vital, but the building makes it look like we are tired and in decline.”*

✠ *“The building now limits us. The pastors and leaders have a lot of great ideas and there is really no end to what we could do if we had more space. The nursery school classrooms are very antiquated and sprucing them up will create a better environment for our Sunday School kids and the nursery school kids. Better classrooms and the extra meeting rooms are really important in terms of supporting our ministries.”*

✠ *“This new space will be so good for our young people. On the night of confirmation class, they meet in every closet and tiny space that is available. We have to do whatever it takes to support the programs for our youth so that they stay.”*

✠ *“We feel called to serve the needs of the hungry, and a well-functioning kitchen, efficient Food Pantry and adequate space for feeding people is crucial to answering this call.”*

✠ *“We really need to renew and expand this part of our building. It will enrich our life together and the lives of those we serve in countless ways—from providing a better atmosphere for the nursery school children to providing funeral luncheons to support and comfort those who have lost a loved one.”*

✠ *“It seems that we have an older congregation and I think something like this will draw in the younger families and that will help us sustain our membership.”*

- † *“We have to have a good facility if we are going to continue growing and remain vibrant.”*
- † *“The meeting space with a private entrance will enable specialized use without encroaching on other things.”*
- † *“The expanded, more appealing space will allow us to offer more variety and draw in more people. It will create greater exposure to the community and show that we are alive and vibrant.”*
- † *“If the space were more appealing and not so rundown looking, we would be more likely to invite people to a Sunday night dinner.”*
- † *“The nursery school needs to be updated so that the space reflects the quality of the education and care that the kids receive.”*

7. Willingness to be involved in the Capital Campaign:

32 out of the 34 households interviewed (94%) are willing to serve as leaders or members of the teams that are formed to carry out the capital campaign. In addition, 33 people from the Focus Groups also volunteered to serve on one of the teams.

8. Willingness to financially support the Capital Campaign:

33 out of 34 households interviewed (97%) plan to support the campaign financially.

Gift Ranges over three years:

\$15,000-\$20,000	2
\$9,000-\$10,000	1
\$7,000-\$8,000	3
\$4,000-\$6,000	3
\$2,500-\$3,600	5
\$1,500-\$2,000	8
\$1,000	1
Planning to support	10
Unable to give more	1

9. What additional information do you need to fully support the capital campaign?

1. Do not need any more information 15 2
2. Are campaign commitments in addition to Meet the Mortgage contributions? 14 2
3. How will the project be financed? 5
4. How does the plan make the building more energy efficient? 5
5. What happens to activities / programs during construction? 4 3
6. Can we help with some of the work to save money? 4 1
7. Will we do some fundraisers to help pay for the project? 3 3
8. Were solar panels considered? 3
9. How much will it increase the mortgage payment? 2

- † *“I don’t need any more information. I am trusting God and the process.”*
- † *“I would like to know more about the energy efficiency components of the plan and if we considered solar panels to help reduce heating costs.”*

† *“My hope is that we can find a surface for the floor of the large room that is multipurpose, easily maintained, safe and very durable. We may need to spend a little more to get an easy to maintain floor that will be attractive for dinners and also work well for recreational activities, but it will be worth it.”*

10. Concerns for the future of the congregation:

1. What will happen when Pastor Kolbo retires? 13 5
2. No Concerns 8
3. The transition period as pastors and staff members retire 7 4
4. Will we lose both pastors at the same time? 6 1
5. Societal Trends--General decline in mainline churches in our society 3 2
6. How can we keep our young people active and involved after high school? 3 2
7. The ongoing need to attract young families 3 2
8. Concerns about the economy / unemployment / health care costs so need to be careful about how much debt we take on 3 3

† *“I don’t know how we will ever get anyone as committed or gifted as Pastor Kolbo. And Pastor Bruce is such an asset to our church. We simply cannot lose both of them at the same time. They are very different, but so complementary that they fit like a key into a lock. If we can get ministers who work the way they work, I have no concerns. It is just amazing what these two men do! And Joanne is irreplaceable. You cannot get anyone more competent than Joanne. It is hard to imagine what we will do without these leaders.”*

† *“I do not have any concerns. We have been through a lot and we always come out well.”*

† *“I believe that if we maintain our focus of serving, and let God speak to us, all of the transitions we are facing will be opportunities for growth. I really do have faith that God will provide for us. If we continue to serve God in the best way we can, the rest will fall into place. We don’t need to control everything, we can trust.”*

11. Greatest hopes for the future of the congregation:

1. That we will continue to grow, flourish and serve 21 4
2. That we continue to offer all the diverse and vibrant programs for all ages and interests 9 2
3. That we can find ways to bring young families and the younger generations back to church 8 3
4. That we have a healthy transition 7 3
5. That our wonderful young people will come back after college 4 2
6. My greatest hopes for Trinity have already come true 4
7. That our congregation will raise up new leaders for the future 4 1

† *“I wish that our pastors could stay forever. But when they feel they need to leave, I hope we get some great new pastors and that our current pastors will help pave the way for the next ones.”*

† *“My hope is for a continuation of the excitement and momentum—especially with the kids. Being involved with the confirmation has helped me see how important it is*

that our kids feel valued and like they are embraced. I hope we can help them feel a strong connection to each other and the mission of our church so that they will come back. I hope we can keep programs like the mission trips going and that our youth will be great leaders in our church in the future.”

† *“I hope that people see the love of Christ in what our church does. Actions do speak louder than words.”*

† *“I love our mission statement and I would like us to remain true to it.”*

† *“I hope that we accomplish the renovation and that I live long enough to be able to enjoy it!”*

† *“Pastor Kolbo has sowed a lot of good seeds here and it will be fun to watch them grow!”*

SUMMARY AND RECOMMENDATIONS

The Resource Assessment indicates the following strengths:

- † Overwhelming support and a great deal of passion around the overall mission of the congregation;
- † High regard and deep appreciation for the leadership, preaching, teaching, dedication and many gifts of the dynamic duo of Pastor Kolbo and Pastor Kaifler;
- † Involvement in and enthusiasm for current programs and ministries of the congregation;
- † A strong commitment to serving and reaching out to young families;
- † A strong desire to serve and be a positive presence in the community;
- † A dedicated core of enthusiastic lay leaders and volunteers;
- † Widespread awareness of the need for the proposed renovation and expansion of the parish hall;
- † A willingness to volunteer time and make financial commitments to the upcoming capital campaign.

In light of this assessment, Kairos recommends the following:

I. That Trinity Lutheran Church move forward immediately with a three-year Capital Campaign to raise funds for the renovation and expansion of Witzman Hall.

II. That the communication materials for the campaign provide answers to the questions that were raised in this summary:

- How will the project be financed?
- How do the campaign commitments relate to “Meet the Mortgage” contributions?
- What are the energy efficiency components of the renovation and potential cost savings?
- What is the estimated timeline for construction?
- How will the various ministries be conducted during the construction?

III. That the communication materials for the campaign provide information on creative ways to contribute to the campaign.