



First Parish In Concord

Congregational Conversation:
Feedback of the Survey,
Discuss Budget Priorities

April 23, 2017



First Parish Stewardship Survey:

Summary of Results and Observations





II. Survey Results: Description of the Participants

228 Members and Friends of First Parish participated in the survey (about 33%).

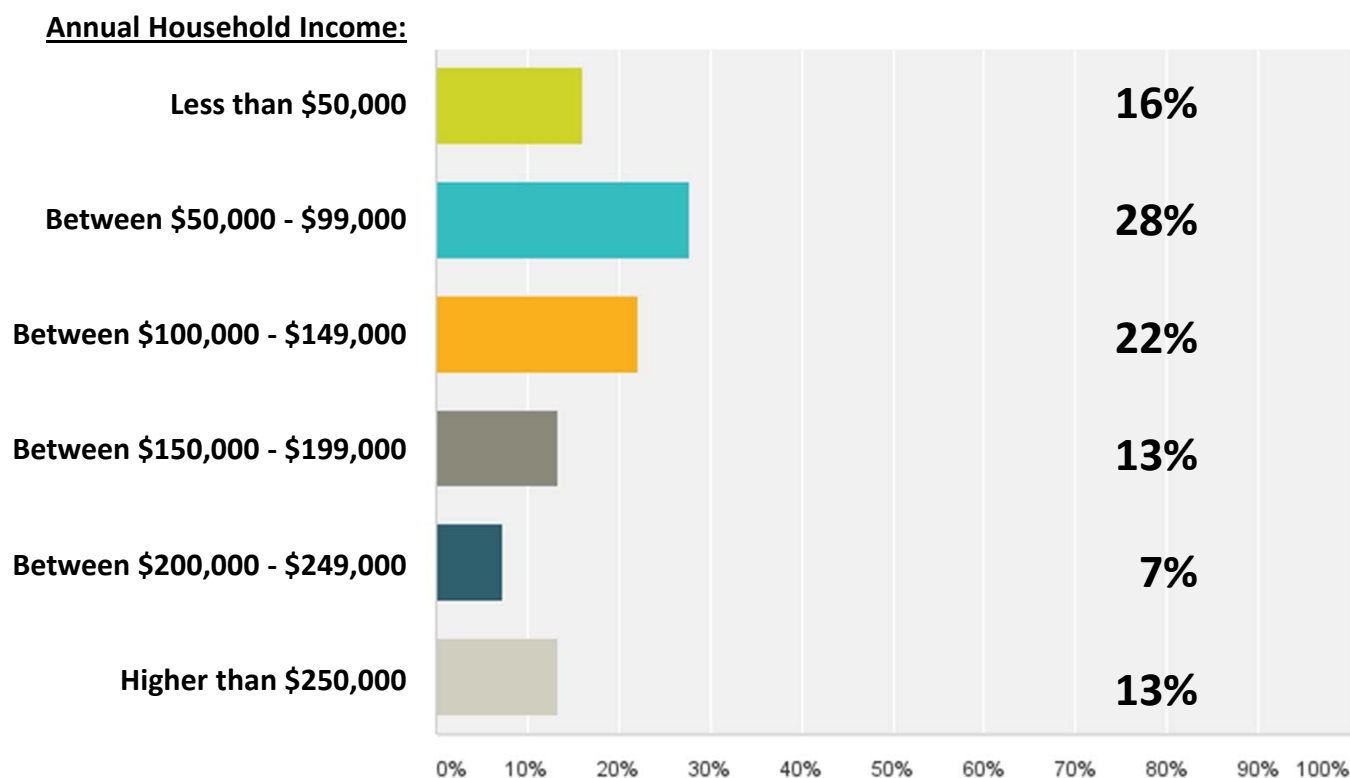
- **64% of survey participants were women, and 36% were men.**
- **They tended to be an older group of people**
 - ✓ 31% were over 70
 - ✓ 52% were between 50 – 69
 - ✓ 17% were 30 – 49
 - ✓ No one under 30 participated
- **They were long time members of First Parish**
 - ✓ 45% have been part of First Parish for more than 21 years
 - ✓ 40% were between 6 – 20 years
 - ✓ 15% were 5 years or less



II. Survey Results: Description of the Participants

Q22: What is your level of total household annual income?

Answered: 194 Skipped: 34



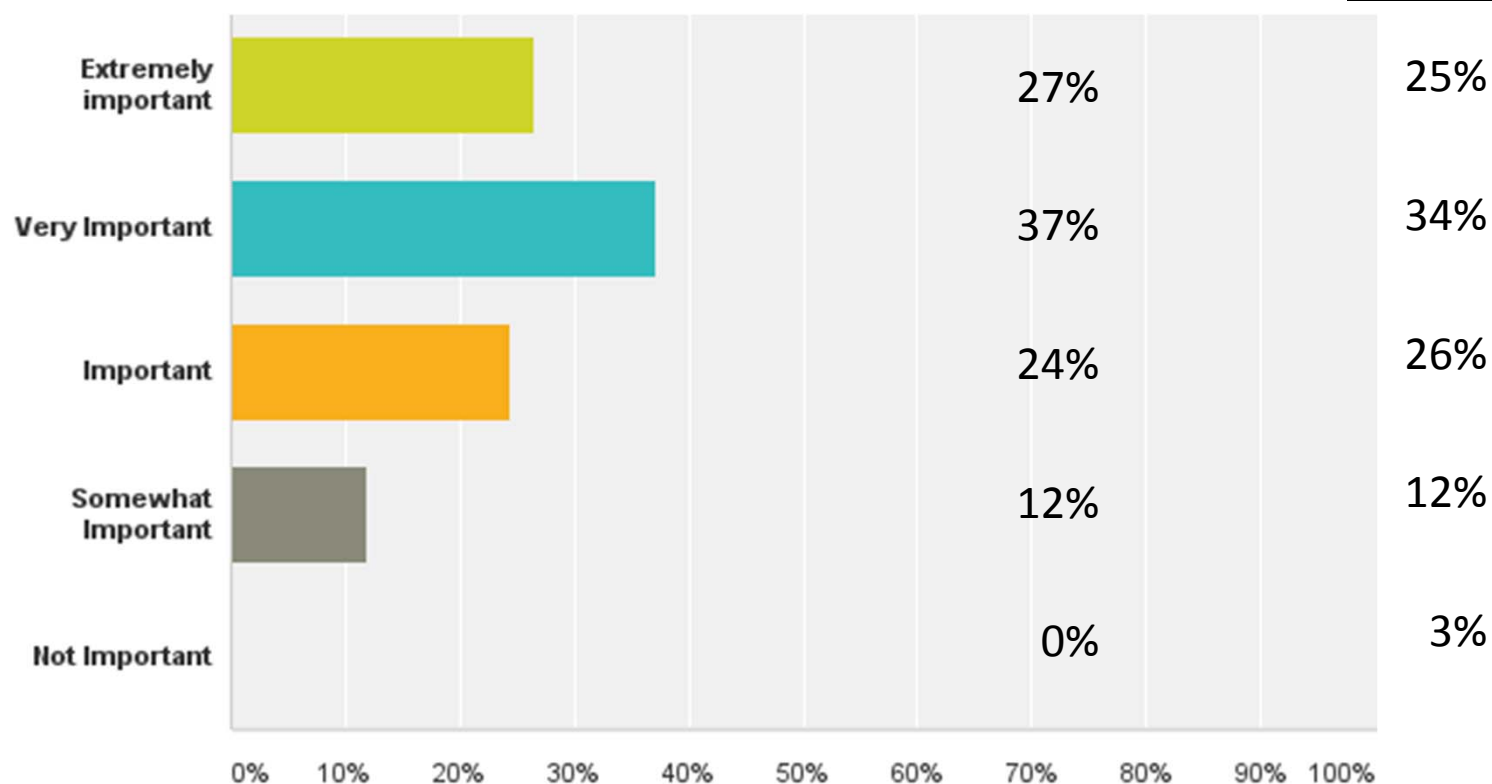


II. Survey Results: How People Feel about First Parish

Q2: How important is First Parish in your life?

Answered: 226 Skipped: 2

Results of
2012 Survey

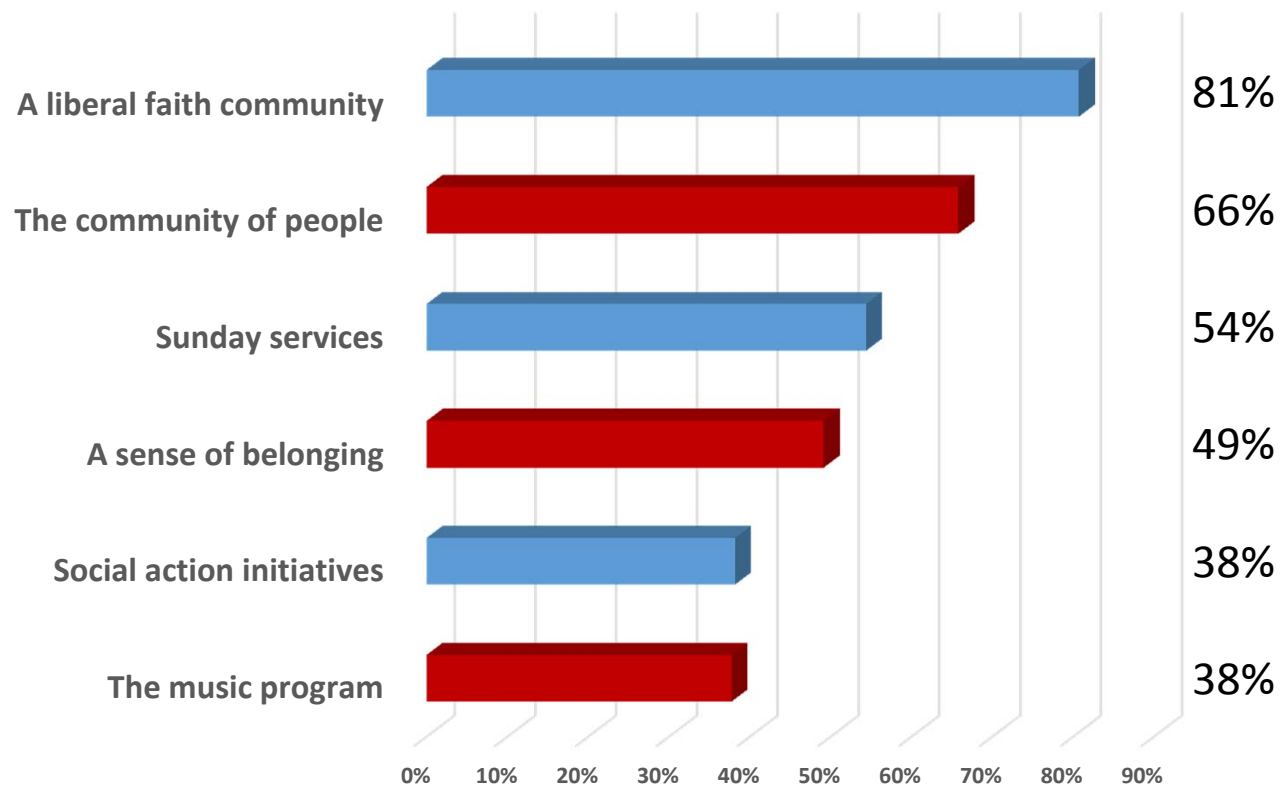




II. Survey Results: How People Feel about First Parish

Q3: Why is First Parish important to you? Select up to 5 attributes that best describe what First Parish means to you.

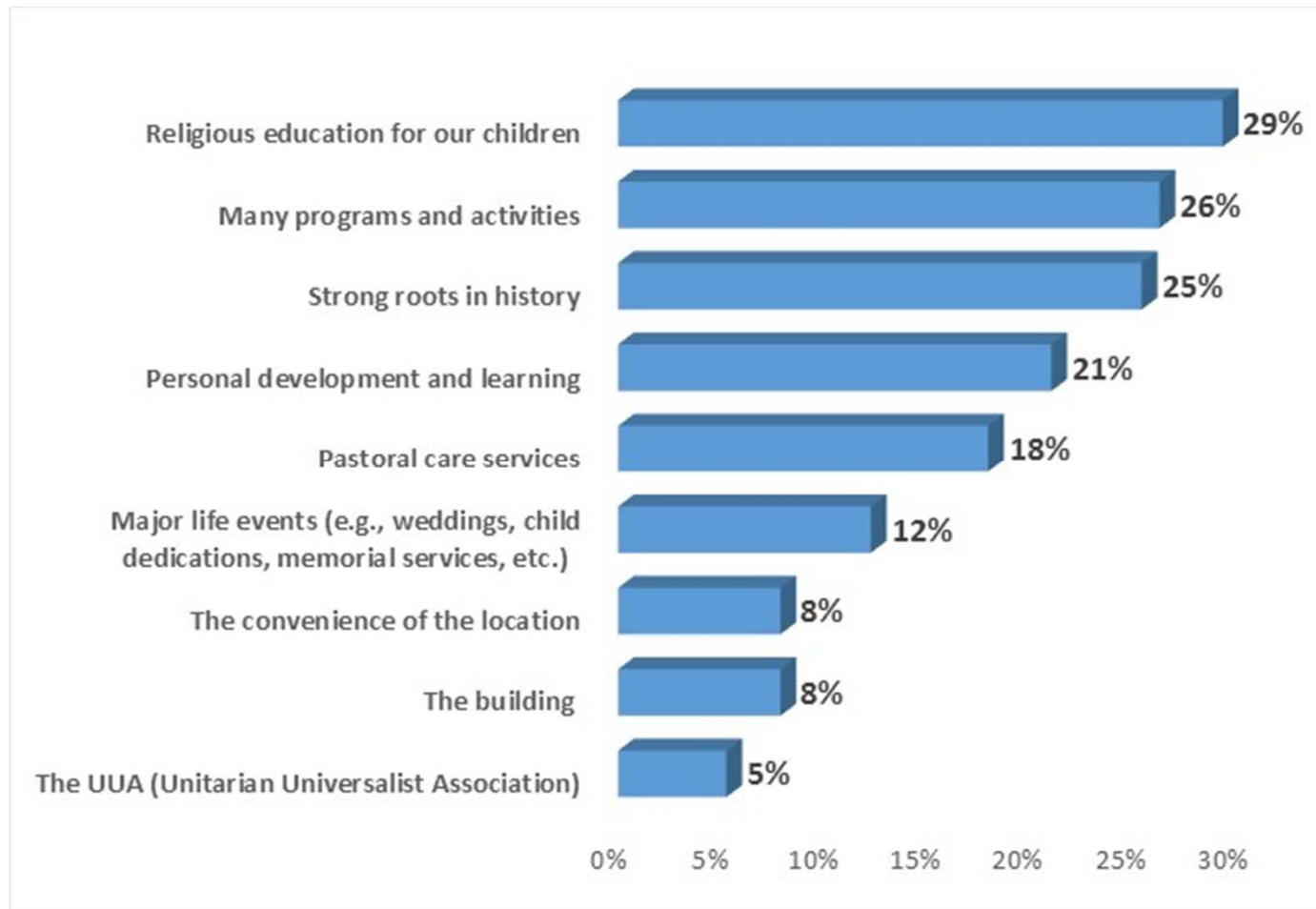
Answered: 228 Skipped: 0





II. Survey Results: How People Feel about First Parish

Q3: Why is First Parish important to you? Select up to 5 attributes that best describe what First Parish means to you. (Additional Responses)

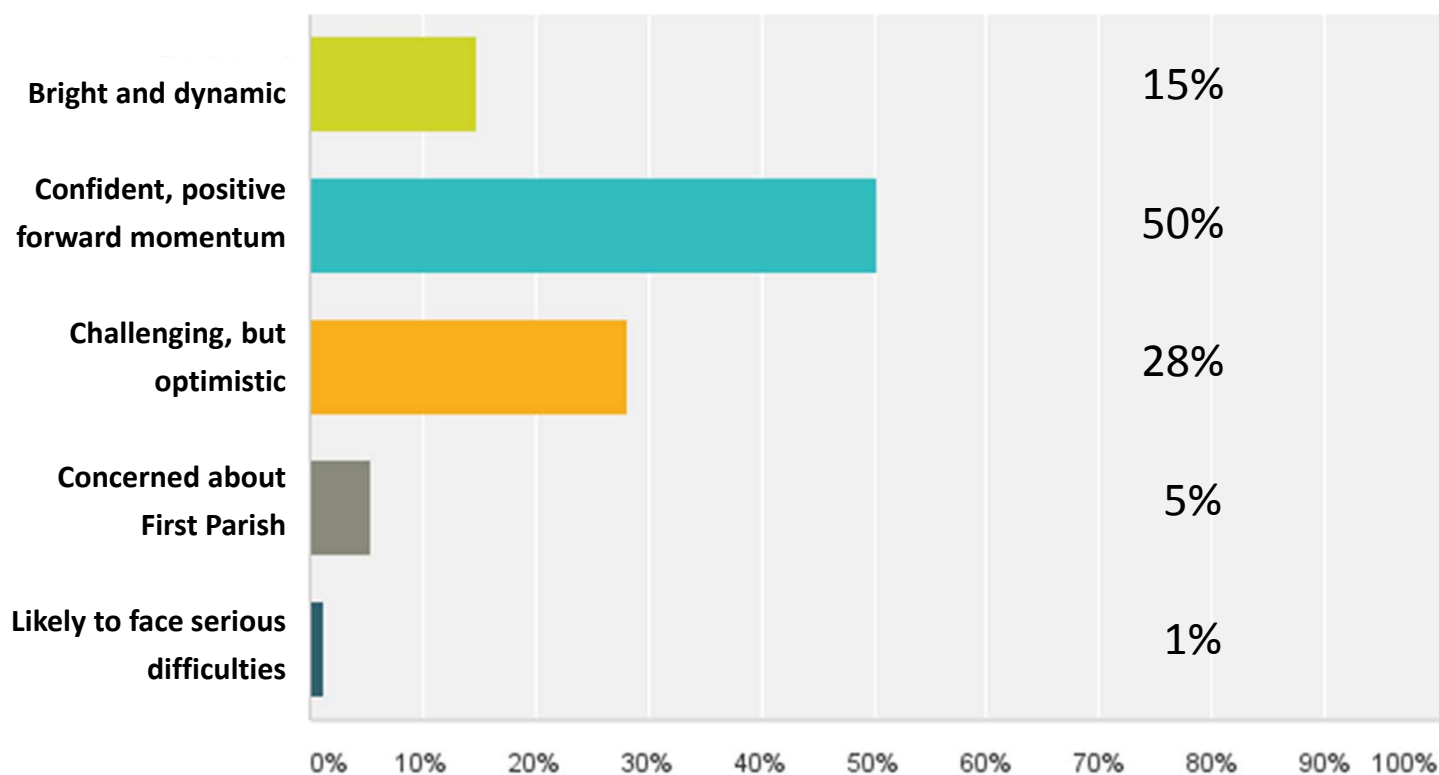




II. Survey Results: How People Feel about First Parish

Q4: What do you believe is the future of First Parish?

Answered: 223 Skipped: 5

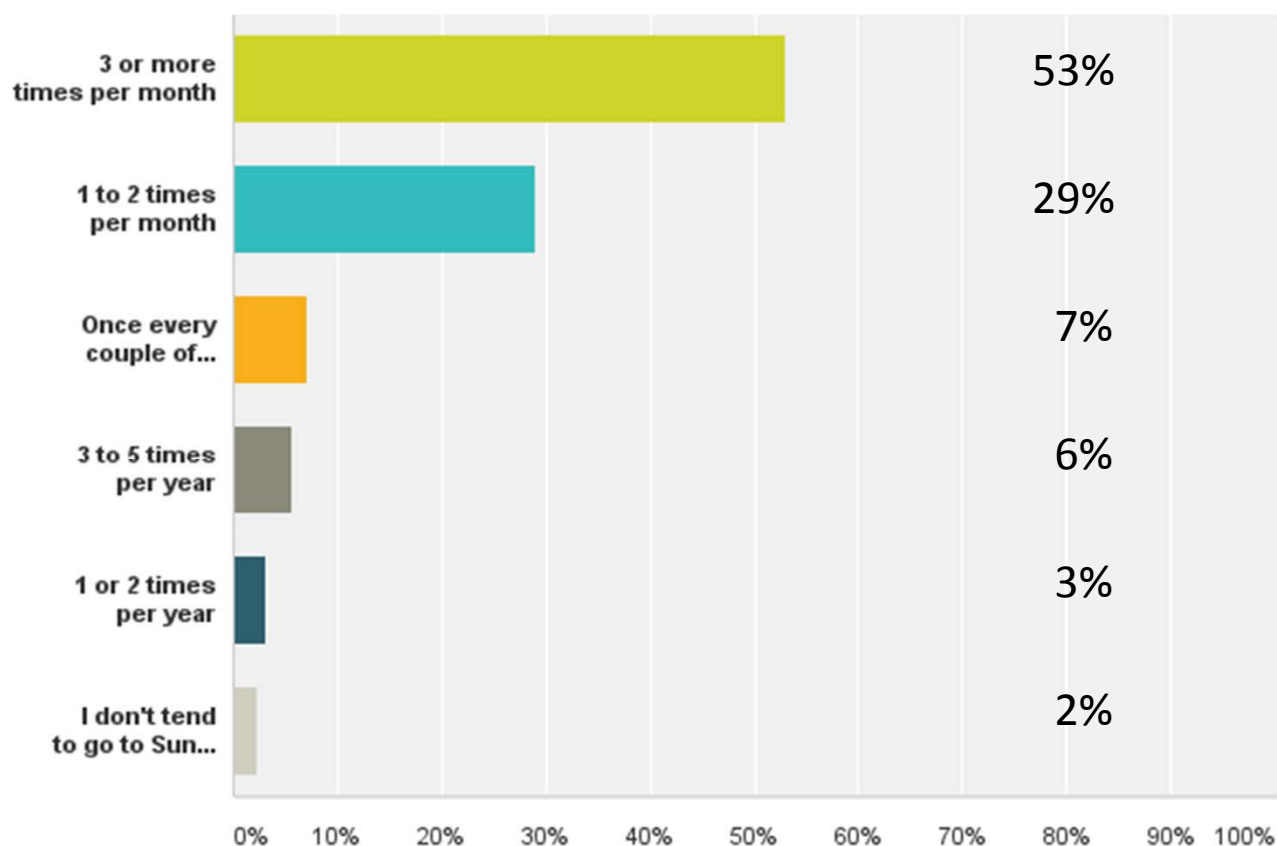




II. Survey Results: How People Feel about First Parish

Q5: On average how frequently do you attend Sunday services?

Answered: 228 Skipped: 0

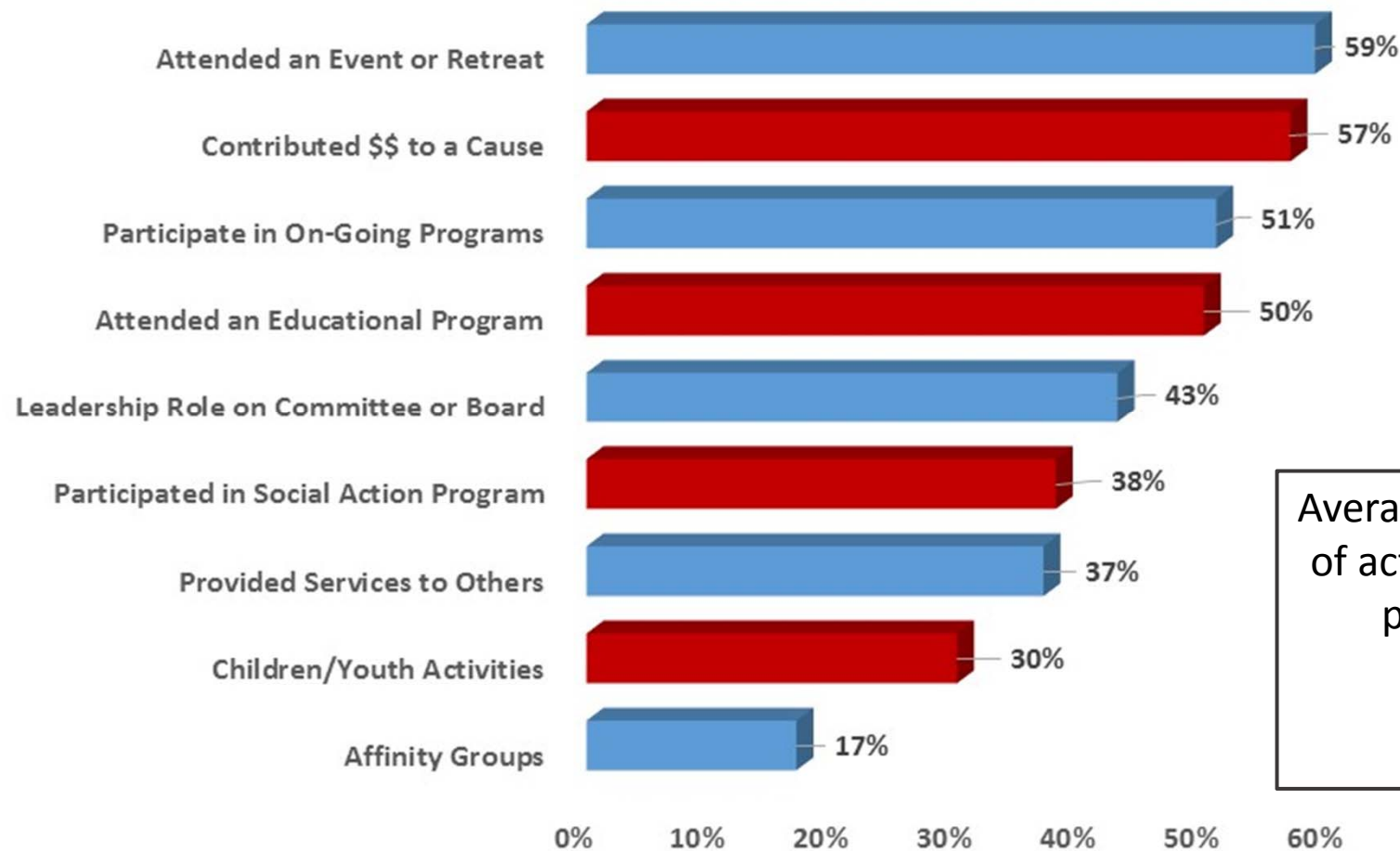




II. Survey Results: How People Feel about First Parish

Q6: What type of activities have you participated in at First Parish within the past 3 years? Please check all that apply.

Answered: 221 Skipped: 7



Average Number
of activities per
person:

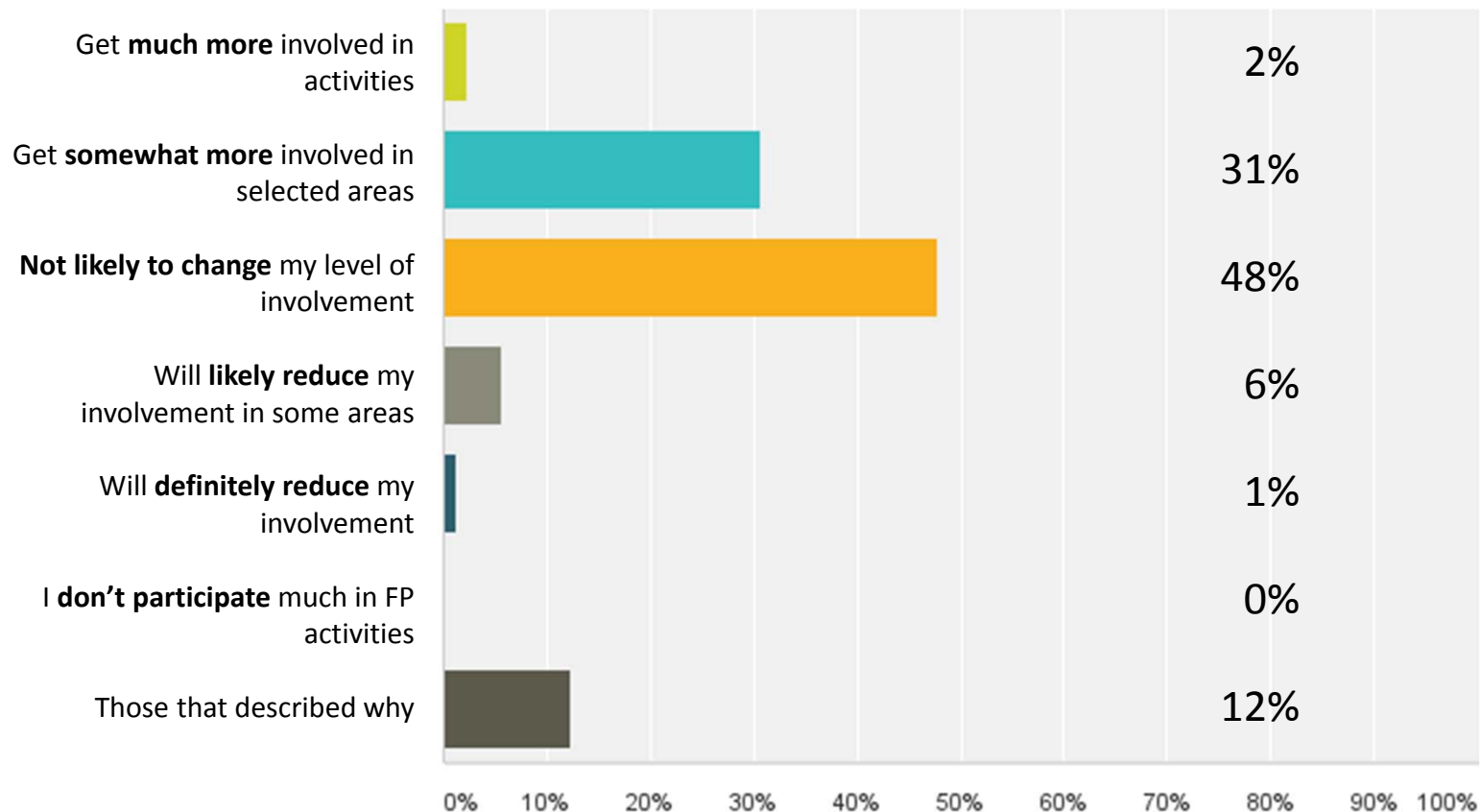
3.8



II. Survey Results: How People Feel about First Parish

Q7: What do you expect will be your level of involvement in First Parish activities for the next 3 - 5 years?

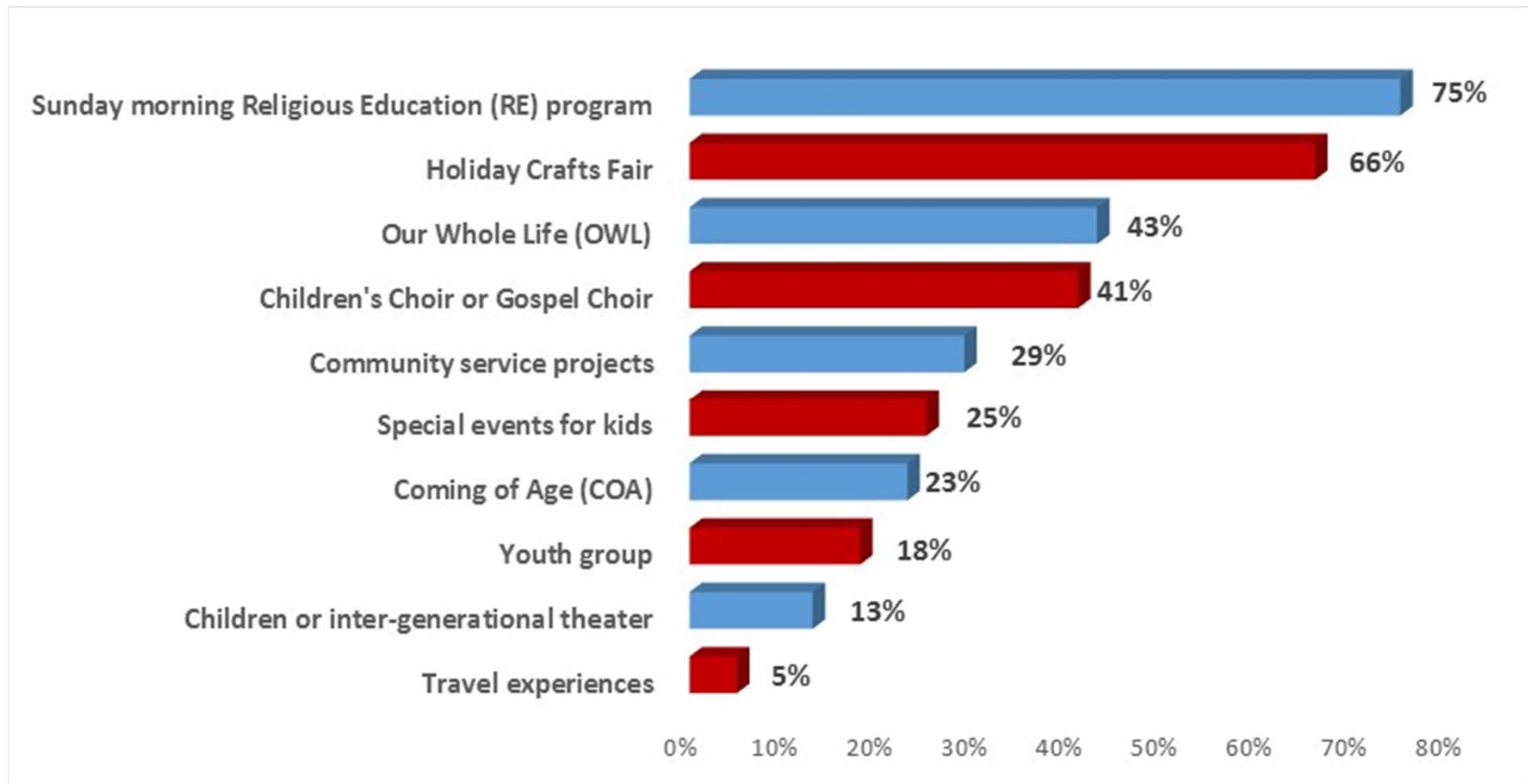
Answered: 228 Skipped: 0





II. Survey Results: How People Feel about First Parish

Q8: If you have children, please check all the activities in which your children participated within the last 3 years. Check all that apply.



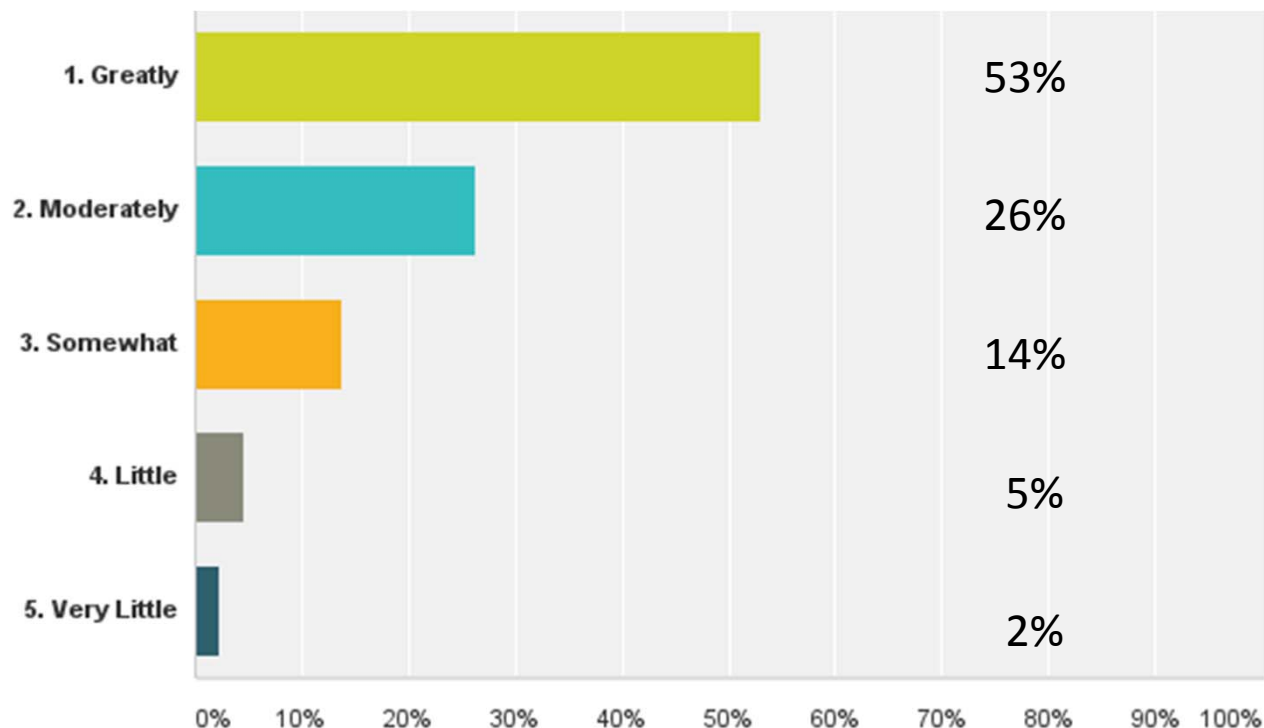
NOTE: 56 (25%) of the respondents indicated they had children participating in programs.



II. Survey Results: How People Feel about First Parish

**Q9: To what extent do you agree with this statement:
"I feel that my involvement and contributions (in time, talent and money) to First Parish are appreciated."**

Answered: 217 Skipped: 11

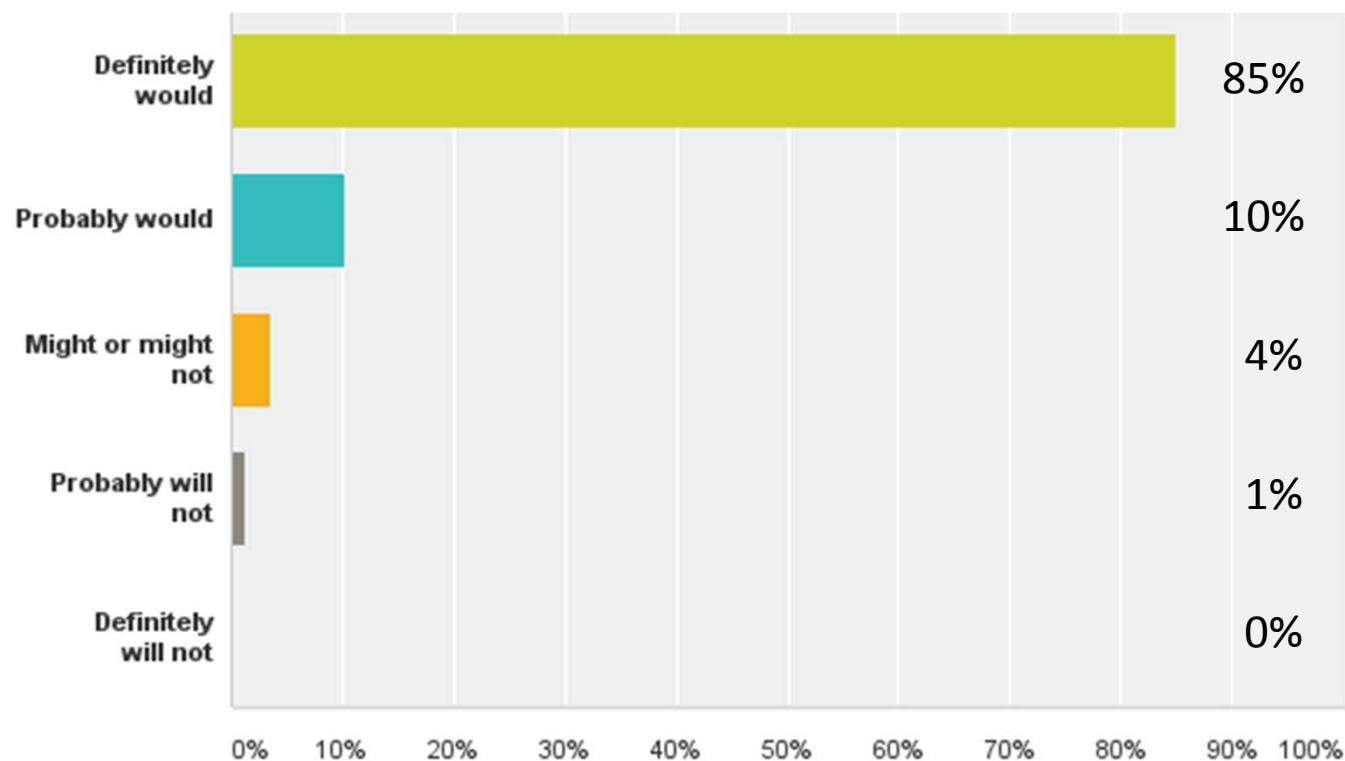




II. Survey Results: How People Feel about First Parish

Q18: To what extent would you recommend First Parish to a friend or family member who was interested?

Answered: 225 Skipped: 3

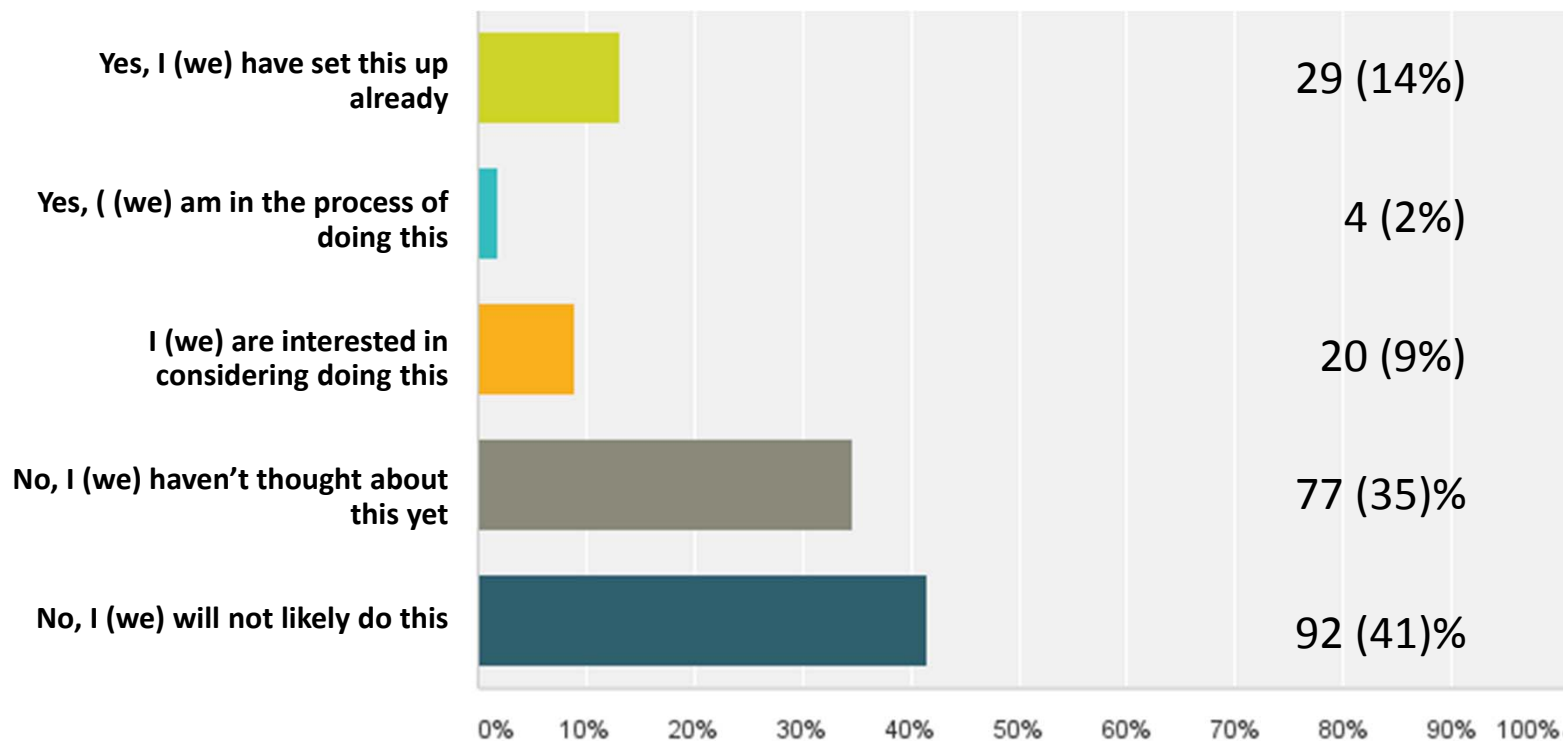




II. Survey Results: How People Feel about First Parish

Q23: Have you included First Parish in your will or estate plans?

Answered: 222 Skipped: 6



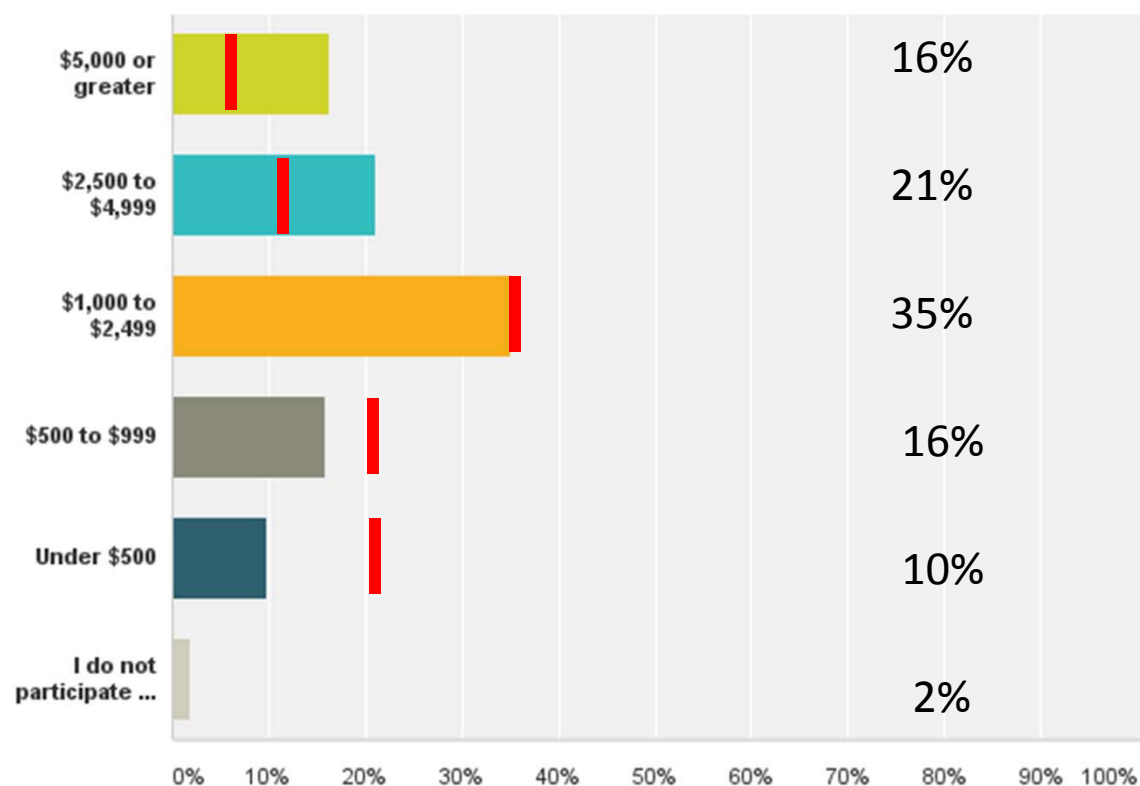


II. Survey Results: Why People Pledge as They Do

Q14: How much do you pledge (or give) to First Parish each year?

Answered: 222 Skipped: 6

Distribution for
2017-18





II. Survey Results: Why People Pledge as They Do

Pledging appears to be correlated to these factors:

1. High household income appears to correlate well to high pledges and low household income correlates well with low pledge levels. For the middle, other things determine pledge level.
2. The pledge level correlates well with length of time with FP, age and income. The number of activities is also positively correlated with pledge level.
3. It appears that the pledging level peaks at between ages 68 and 73.
4. The importance of First Parish (“Importance” and “Recommend FP”) correlates well with pledge levels for those in the same income level. Therefore, people pledge because they strongly “believe in” First Parish.



II. Survey Results: Why People Pledge as They Do

Q10: First Parish is exploring ways to make the Annual Pledge Campaign more efficient and effective. Please select those actions you believe we should continue or start doing.

Answered: 222 Skipped: 6

Most often cited things to make the Pledge Campaign effective:

- ✓ Continue with Celebration Sunday
- ✓ Enable us to make pledges online
- ✓ Make pledge payments through credit cards
- ✓ Make pledge payments through bank transfers
- ✓ Send pledge cards to my home, with stars on the envelope
- + Do multi-year pledges/"Sustainer" pledge – so don't need to do my annually
- ✓ Use weekly envelopes to fulfill pledge
- + Hold a church-wide dinner to thank everyone
- ✓ Hold a special event for large donors to thank them
- ✓ Encourage people to use stock/bonds to make pledge payment
- + Hold small neighborhood gatherings
- ✓ Be specific about what the pledges are needed for

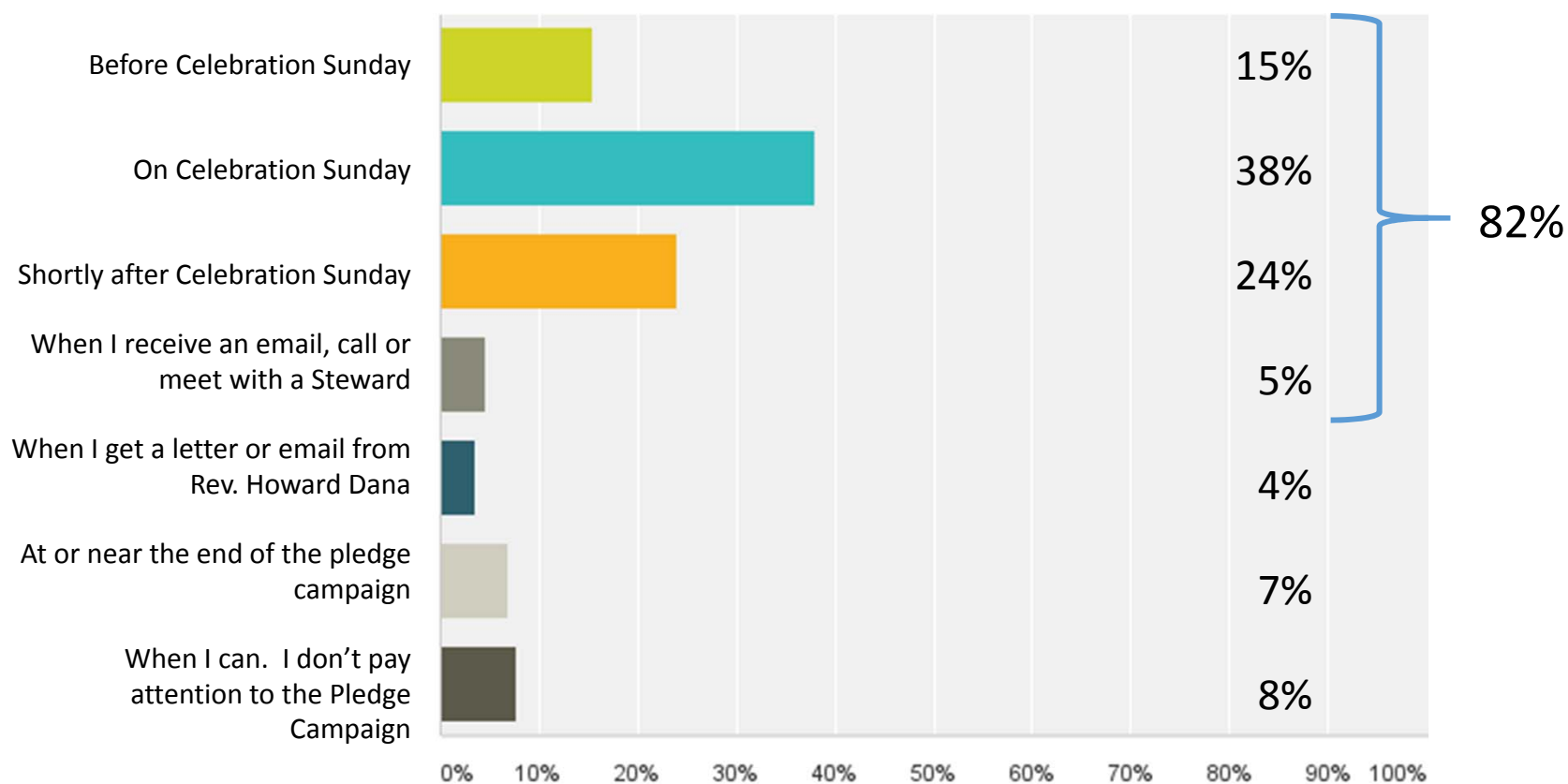
✓ - Indicates we are doing this + - Indicates this is new



II. Survey Results: What Needs to be Improved

Q12: When do you typically make your annual pledge (or gift) to First Parish?

Answered: 221 Skipped: 7



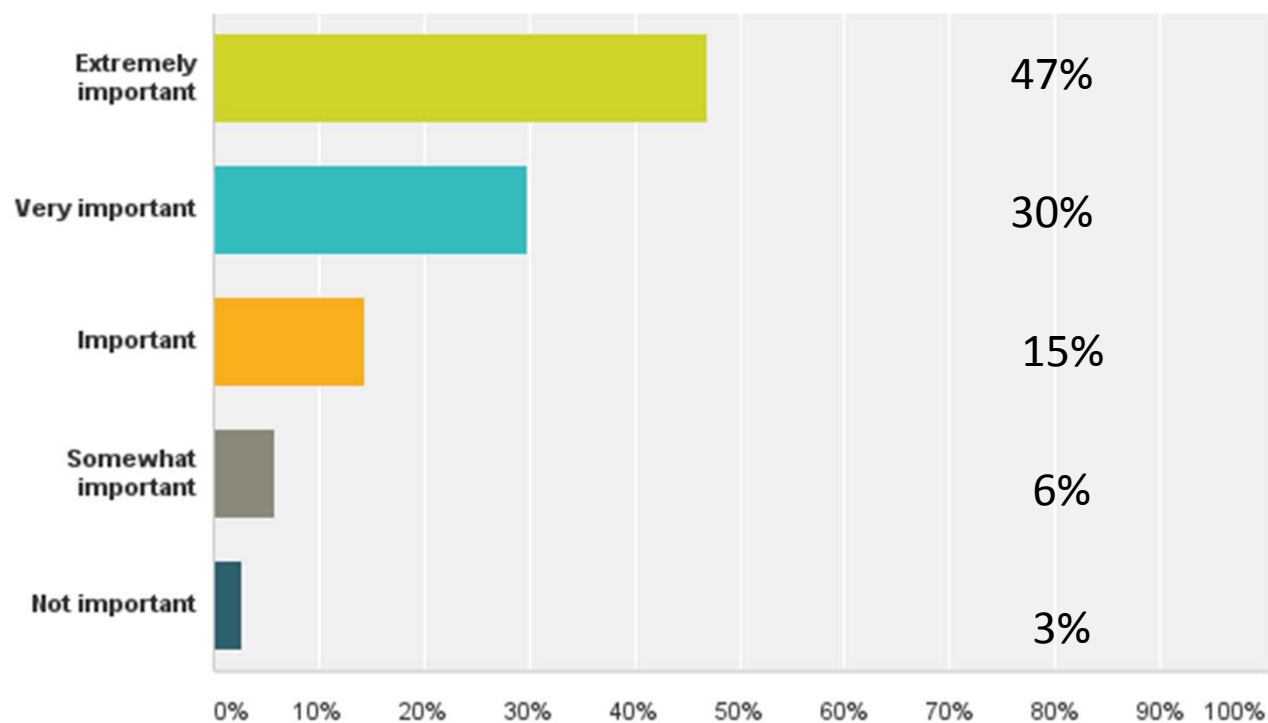
To this point in the 2017-18 Pledge Campaign, 74% of expected households have pledged.



II. Survey Results: What Needs to be Improved

Q15: To what extent do you believe your pledge is important to First Parish?

Answered: 221 Skipped: 7

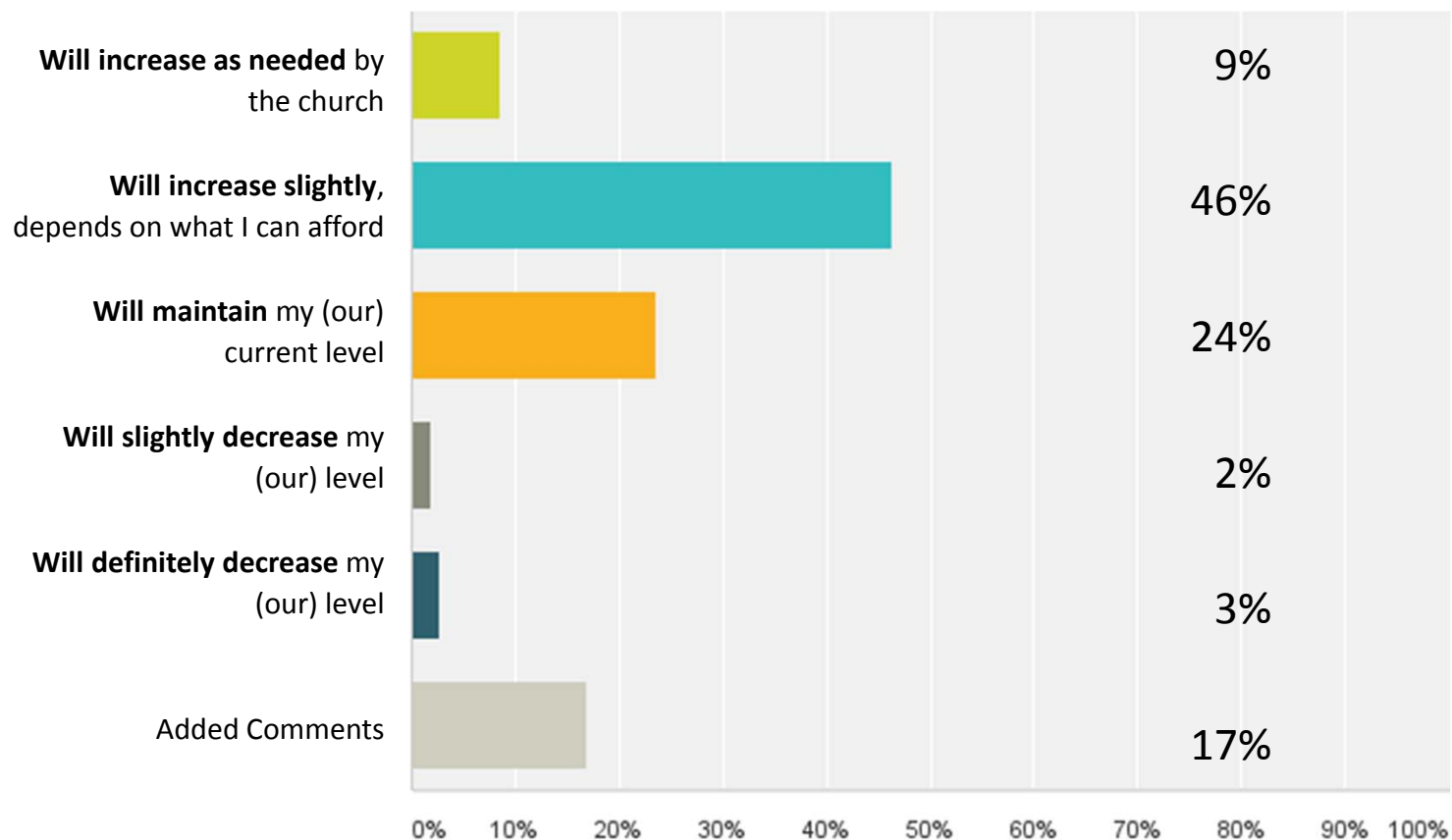




II. Survey Results: What Needs to be Improved

Q16: How likely are you to change the amount of your pledge in the next few years?

Answered: 224 Skipped: 4

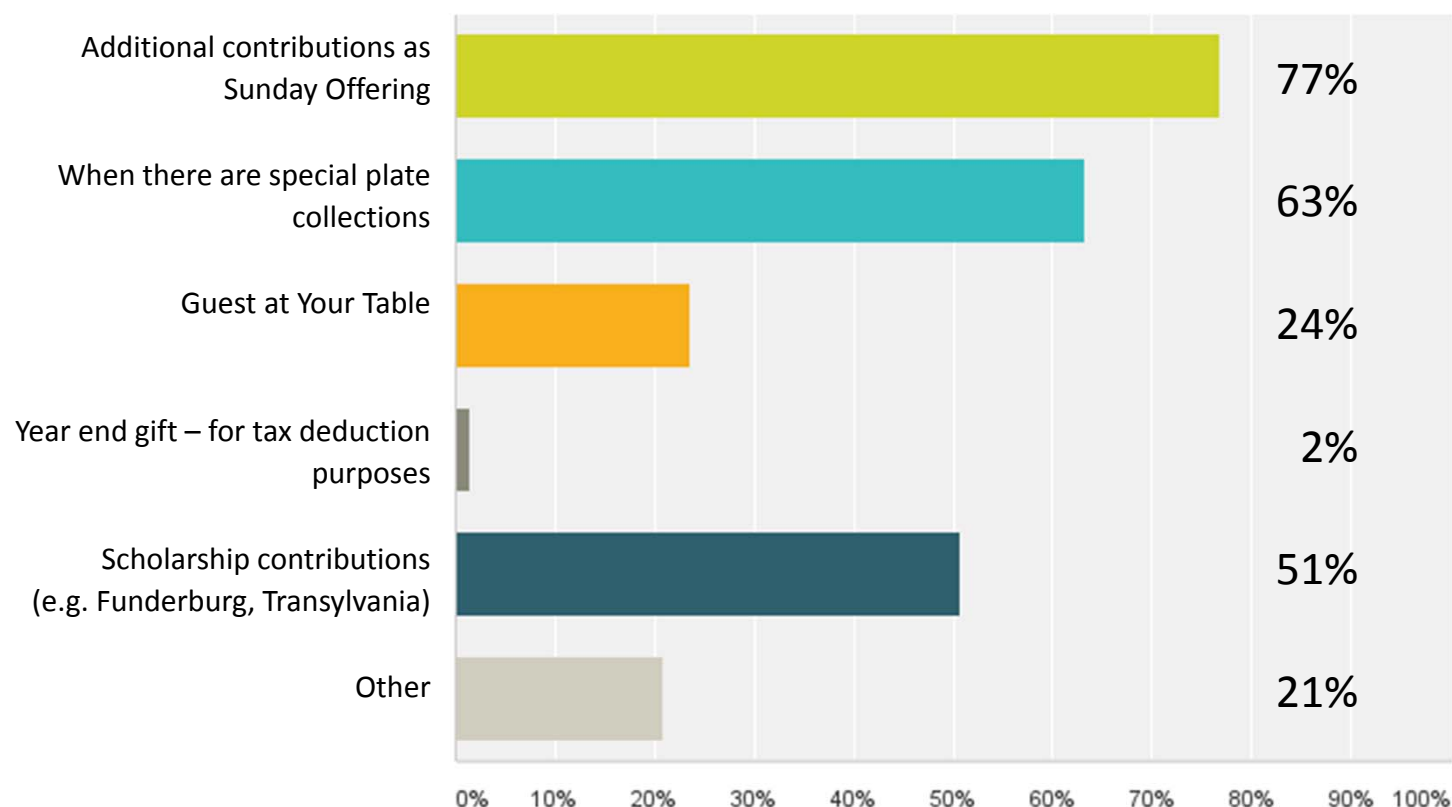




II. Survey Results: What Needs to be Improved

Q17: Do you make other financial contributions to First Parish in addition to your pledge payment? If so, check all those where you make additional contributions.

Answered: 207 Skipped: 21





II. Survey Results: What We Learned

- 1. First Parish is a highly important “home” for many in this community.**
 - a. Being a liberal faith and a strong community are key reasons why**
 - b. They would clearly recommend it to others**
 - c. They feel positive and optimistic about First Parish’s future**
 - d. They intend to remain as active or increase slightly in the activities of FP**

- 2. People are very involved in many activities of the church.**
 - a. The average person is engaged in 3 to 5 activities of the church (avg. 3.8)**
 - b. Many come to Sunday Service on a regular basis**
 - c. They make other contributions to the church**
 - d. They feel their involvement and support is appreciated**



II. Survey Results: What We Learned

3. **Those who pledge the highest are those who have been with First Parish a long time. Time and age are highly correlated with those who pledge the most.**
 - a. They have been long time members of the church
 - b. They have a moderate to high level of household income
 - c. They are involved in many activities
 - d. They feel appreciated and believe their pledge matters

4. **The processes that support a strong pledge campaign include:**
 - a. Making it a community building and positive experience
 - 1) Celebration Sunday
 - 2) All church dinner/event and Large Donor event
 - 3) Engaging people in supporting the life of the church
 - b. Making the process easy and of short-duration
 - 1) Pledging online, with credit cards
 - 2) Doing multi-year pledging
 - c. Giving people the information they need to decide
 - 1) What they have pledged the previous year(s)
 - 2) What is needed by the church and why (reasonable, specific)
 - 3) Telling people how we are doing



II. Survey Results: What We Learned

5. **The primary area of concern is that as the congregation ages (beyond 73), we may expect pledge income to decline.** This can be offset by retaining and increasing members including:
 - a. Adults moving into the “next stage” of their life
 - b. Parents with children to build our base for the future
 - c. Then retaining their involvement is key to sustaining membership and financial stability



III. Open Discussion

1. What did you learn from the survey?
2. What surprised or reassured you about the responses?
3. What questions do you have that you think we might be able to answer?



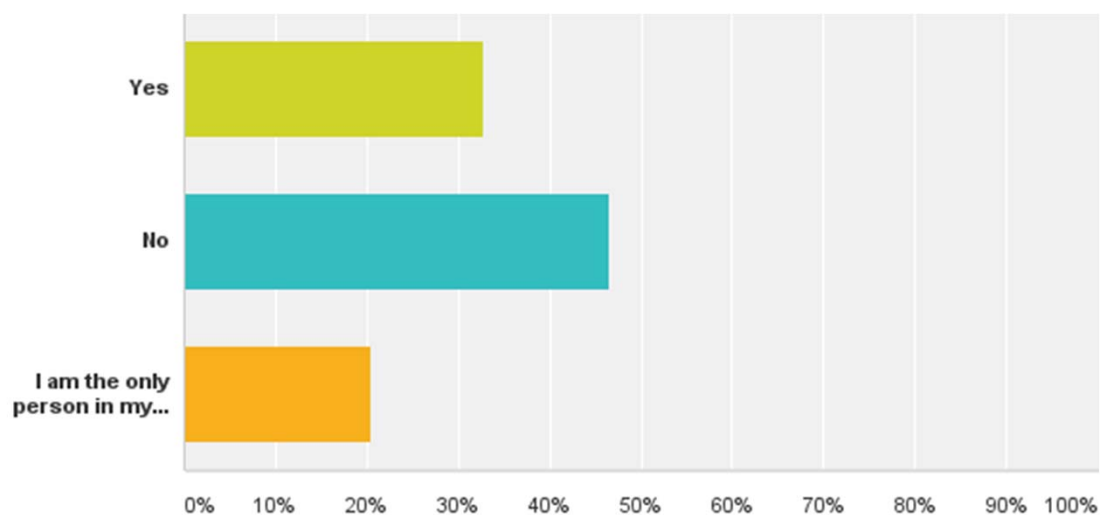
APPENDIX



Appendix: Demographics

Q19: Did (or will) another adult in your household also complete this survey?

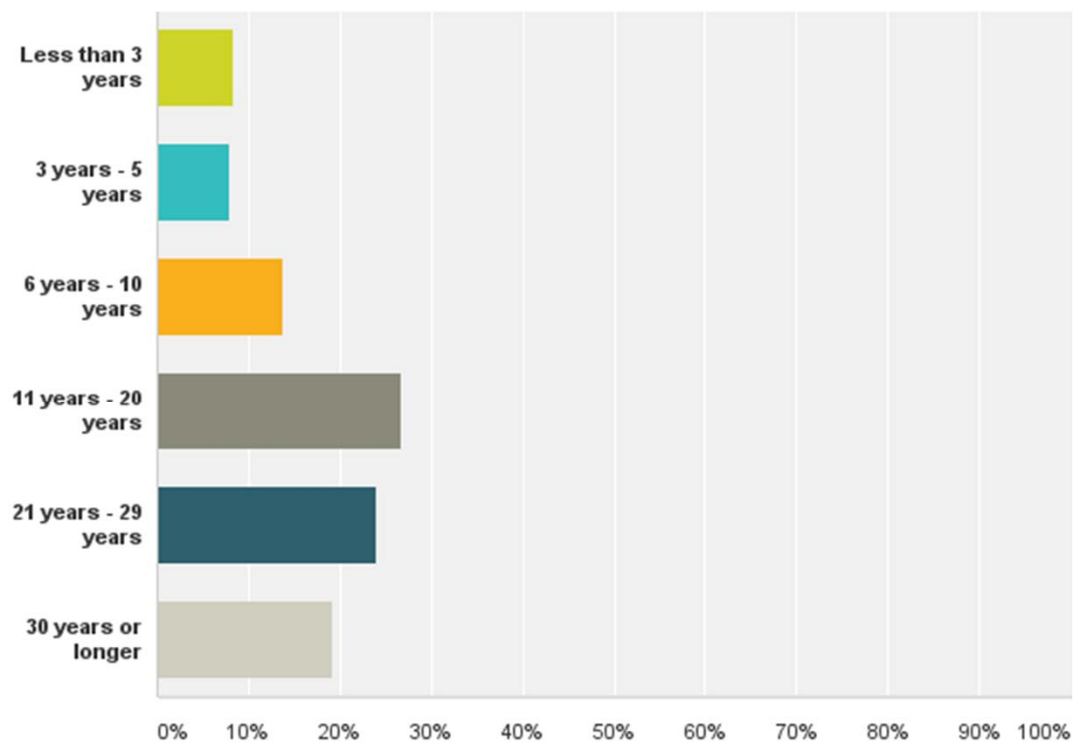
Answered: 219 Skipped: 9





Appendix – Demographics

Q1: How long have you been a member of or associated with First Parish?

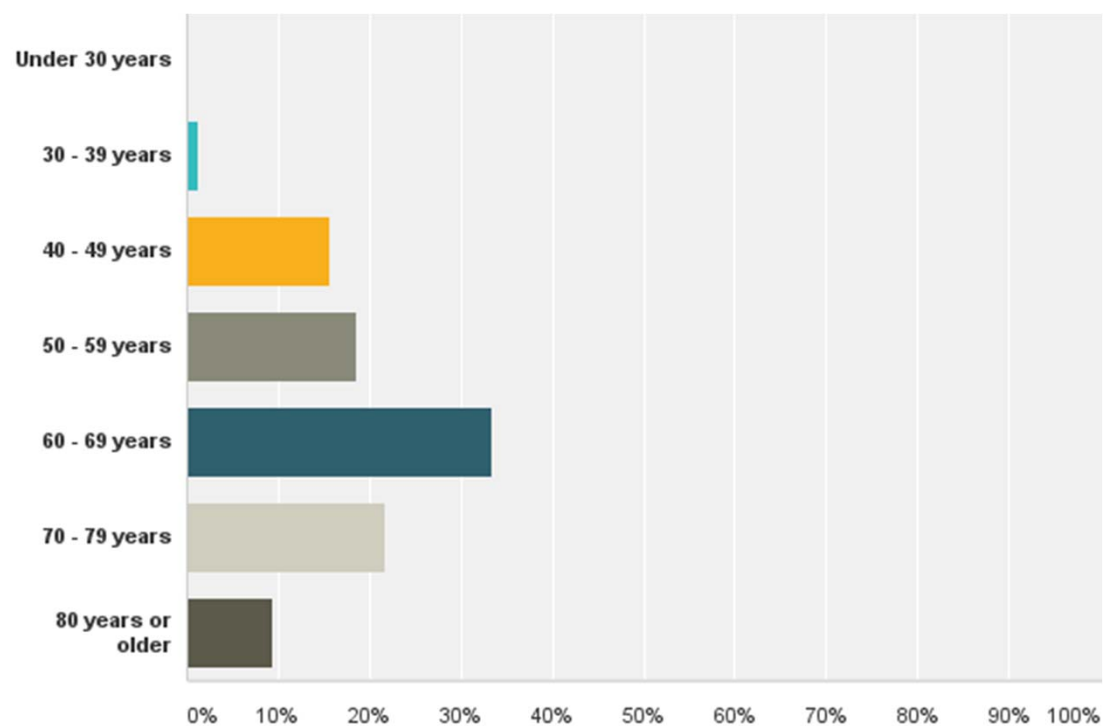




Appendix: Demographics

Q20: What is your age?

Answered: 225 Skipped: 3





Appendix: Demographics

Q21: What is your gender?

Answered: 225 Skipped: 3

