The Malphurs Group

Wesley Memorial Methodist Church

God's Future Church 2 Survey

Analysis Report

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Executive Summary

Wesley Memorial Methodist Church demonstrates exceptional organizational readiness for strategic expansion and capital investment, with analysis of 445 congregational responses revealing a rare combination of foundational strength, financial capacity, and implementation readiness. However, the survey also identifies critical areas requiring strategic attention to ensure long-term sustainability and growth.

Bottom Line: Survey data supports immediate facility enhancement and communication improvements while revealing the need for targeted youth ministry investment and careful denominational discernment management. The congregation is positioned for strategic advancement with proper sequencing of initiatives.

I.   Organizational Foundation Assessment

WMMC exhibits exceptional strength across core institutional dimensions, providing a stable foundation for strategic initiatives requiring sustained organizational capacity and stakeholder alignment.

Foundation Element	Agreement Rate	Strategic Significance
Mission alignment (Q10)	96.5%	Mandate for mission-driven strategic decisions
Core values consensus (Q14)	97.6%	Foundation for values-based programming
Staff performance (Q58)	98.2%	Operational readiness for complex initiatives
Communication effectiveness (Q57)	94.3%	Change management capacity
Worship meaningfulness (Q20)	98.2%	Strong spiritual formation foundation

The 96.5% mission agreement demonstrates a clear mandate for strategic decision-making aligned with stated institutional purpose. Cross-demographic analysis reveals universal support across all age groups, indicating strategic initiatives will encounter minimal resistance when properly aligned with mission advancement.

Administrative capacity demonstrates readiness for complex implementation, with 98.2% staff satisfaction providing operational excellence essential for capital campaigns and strategic expansion requiring sustained organizational performance and stakeholder coordination.

II.   Critical Demographic Realities and Strategic Implications

WMMC's demographic profile reveals both significant strengths and strategic challenges that must inform all future planning decisions.

Demographic Composition and Strategic Challenges

Demographic Segment	Percentage	Strategic Implication
Age 60+ (Q2)	70.8%	High giving capacity, but aging leadership pipeline
Attendance 10+ years (Q1)	47.6%	Institutional loyalty, potential change resistance
Attendance 1-5 years (Q1)	37.1%	Growth momentum, adaptation openness
School-aged families (Q9)	15.1%	Critical but underrepresented growth demographic

The predominantly senior demographic (70.8% over age 60) provides substantial financial capacity typical of established giving patterns while creating urgent need for "growing younger" strategies. The 15.1% with school-aged children represents the church's future but requires significantly enhanced programming and support.

Most Critical Finding: Youth and young adult ministry emerges as the most significant operational weakness across all survey sections, with respondents across demographics expressing concern about inconsistent programming and leadership transitions. This represents both the greatest threat to long-term sustainability and the highest-impact opportunity for strategic investment.

III.   Financial Capacity and Investment Readiness

Survey data reveals exceptional financial capacity and stewardship maturity that supports major capital investment and ministry expansion initiatives.

Capital Investment Capacity Assessment

Financial Metric	Response Rate	Investment Implication
Capital campaign support (Q73)	78.1%	Strong foundation for major initiatives
Increased giving willingness (Q72)	84.3%	Growth-supportive stewardship
Systematic giving (Q71)	89.6%	Stable donor foundation
Endowment understanding (Q66)	89.2%	Financial literacy for major gifts
Legacy giving interest (Q69)	38.6%	Substantial planned giving potential

Capital campaign support at 78.1% indicates favorable conditions for major facility investment, with age-based analysis showing strongest support among prime earning years (30-44 at 90.7% support) and solid backing across older demographics (75+ at 69.7%). The exceptional 89.6% systematic giving rate provides stable foundation for campaign planning.

Key Insight: Younger adults (30-44) show counterintuitive patterns with highest legacy giving interest (60.5%) and strongest capital campaign support, indicating strategic opportunity for long-term planned giving cultivation among those viewing legacy gifts as future planning rather than immediate need.

IV.   Strategic Priority Assessment and Implementation Sequencing

Analysis identifies immediate, near-term, and medium-term opportunities where organizational strengths align with enhancement needs to create strategic advantage.

Immediate Implementation Priorities (0-12 months)

Priority Area	Current Gap	Implementation Readiness
Exterior renovations (Q53)	39.8% top priority	High - clear demographic mandate
Communication enhancement (Q41)	22.8% information gaps	High - builds on 94.3% satisfaction foundation
Youth ministry investment	Identified weakness across all sections	High - universal concern, clear need

Facility Enhancement: Exterior renovations receive plurality support (39.8%) across all demographics, with strong consensus on maintaining current campus rather than major expansion. Cost considerations ranked highest priority (51.7%) over aesthetics or energy efficiency.

Youth Ministry Development: Despite strong children's ministry performance (81.6% satisfaction), youth and young adult programming consistently emerges as the most critical weakness requiring immediate strategic attention and investment.

Near-Term Development Opportunities (6-18 months)

Development Area	Foundation Strength	Enhancement Potential
Capital campaign execution	78.1% support, 98.2% staff capacity	Major facility improvement enabling ministry expansion
Contemporary worship expansion	52.6% growth support	Enhanced space serving 45.6% attendance
Small group expansion	57.4% current participation	42.6% potential new participants

Contemporary Worship Growth: Strong growth requiring strategic management, with 33.1% supporting dining hall redesign/expansion and 24.8% favoring second service. Age-based preferences show younger adults (30-44) uniquely supporting new construction (44% vs. 44% renovation), while older demographics strongly prefer renovation approaches.

Medium-Term Strategic Development (1-3 years)

Transportation Ministry: 83.9% support provides clear mandate for senior accessibility programs addressing mobility limitations within predominantly older congregation.

Senior Adult Programming: 75.6% support for enhanced senior ministry, though 24% opposition suggests careful planning required around facility investment vs. programming expansion.

Large-Scale Spiritual Formation: 75.5% interest in expanded educational events indicates programming opportunity complementing existing small group structure.

V.   Critical Risk Assessment and Strategic Considerations

Survey data identifies specific risk factors requiring immediate strategic attention alongside demonstrated organizational strengths providing risk mitigation capacity.

Primary Strategic Risks

Risk Area	Manifestation	Mitigation Strategy
Denominational discernment	60.4% support vs. 39.5% opposition	Delay implementation, focus on healing and identity solidification
Aging congregation	70.8% over age 60	Accelerate youth ministry investment and young family outreach
Communication gaps	31.1% dissatisfied with financial transparency	Enhanced reporting systems, targeted communication by service preference

Denominational Affiliation: Despite 60.4% supporting discernment process, analysis reveals significant vocal opposition and emotional intensity. Strong recommendation to delay denominational discussions for 1-3 years while focusing on identity solidification post-disaffiliation.

Generational Transition: The 70.8% senior majority creates succession planning urgency across multiple ministry areas. Immediate investment in next-generation leadership development and young family attraction strategies essential for sustainability.

VI.   Strategic Recommendation Summary

Survey analysis supports confident strategic development leveraging exceptional organizational assets while addressing identified enhancement opportunities through systematic implementation approach prioritizing immediate needs before long-term expansion.

Phase 1 (Immediate - 0-12 months): Focus on exterior facility maintenance, youth ministry enhancement, and communication system improvements. These foundational investments serve current demographics while positioning for growth.

Phase 2 (Near-term - 6-18 months): Launch capital campaign for facility improvements, implement contemporary worship expansion solution, and develop enhanced small group engagement strategies.

Phase 3 (Medium-term - 1-3 years): Expand programming serving identified demographic gaps, implement transportation ministry, and develop comprehensive leadership succession planning.

Critical Success Factors: Maintain exceptional organizational foundations while systematically addressing youth ministry deficits, communication gaps, and facility maintenance needs. Avoid denominational discernment discussions until congregational healing and identity solidification occur. Leverage financial capacity and administrative excellence to support bold initiatives aligned with missional growth and demographic sustainability.

The demonstrated organizational maturity, financial capacity, and strategic alignment provide foundation for confident advancement while addressing critical areas requiring immediate attention for long-term church vitality and community impact.

Section 1: Demographics & Identity Engagement Analysis

1.1 Overview

The demographic profile of WMMC's 445 survey respondents reveals a congregation characterized by stability, commitment, and traditional family structures, while highlighting strategic opportunities for expanded engagement and generational diversification. This foundational analysis establishes the context for understanding how different congregation segments respond to ministry priorities and strategic initiatives.

1.2 Service Attendance Patterns

WMMC's worship attendance demonstrates strong preference for traditional worship expressions while showing significant and growing contemporary service participation. The multi-service approach successfully serves diverse worship preferences within the congregation. Note that respondents could select more than one service, so the percentages do not add up to 100%.

Which service(s) do you regularly attend? (Select all that apply)

Service Time	Count	Percentage
11:00 a.m. Traditional	239	53.7%
9:30 a.m. Contemporary	203	45.6%
8:30 a.m. Traditional	62	13.9%
Online worship	54	12.1%
Televised service	51	11.5%
Infrequent attendance	21	4.7%
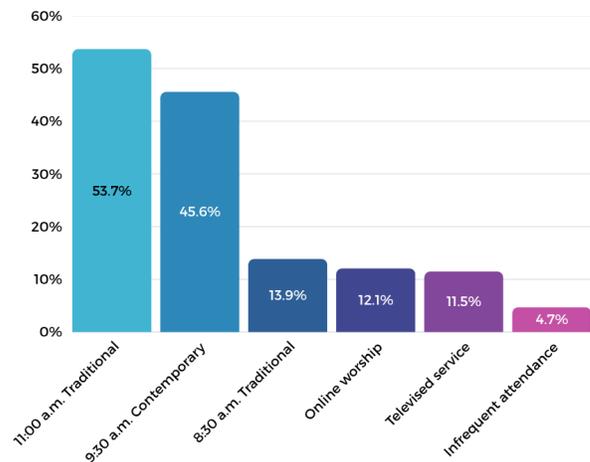
The 53.7% preference for traditional worship at 11:00am (Q3) reflects the congregation's mature demographic profile, while the robust 45.6% contemporary service attendance indicates the most likely margin for future growth. Member feedback reveals particular appreciation for traditional worship timing that accommodates family schedules and allows for unhurried Sunday morning preparation. Several members note how the 11:00am service provides optimal balance between morning energy and adequate preparation time.

Notably, 13.9% choose the early traditional service (Q3), suggesting strong commitment among traditional worship participants who prefer quieter worship environments or earlier scheduling that

accommodates afternoon family activities. Comments indicate appreciation for more intimate worship settings and ability to participate in Sunday afternoon community activities.

Digital worship options serve 12.1% through online participation and 11.5% through televised services (Q3). Member feedback reveals that digital participation often results from mobility limitations, transportation challenges, caregiving responsibilities, or weather concerns rather than worship preference. This suggests that these options are secondary rather than primary choices, and should be seen as supplemental to on-campus worship rather than a driver for growth.

1.3 Family Structure and Life Stage Analysis

WMMC's family composition reflects a predominantly married congregation with significant representation of empty-nest and grandparent life stages, creating both ministry opportunities and programming considerations.

What is your marital status?

Family Category	Percentage
Married	74.8%
Single (Widow/Widower)	7.9%
Single (Divorced)	6.3%
Single (Never married)	4.7%
Prefer not to answer	3.1%
Engaged	0.2%
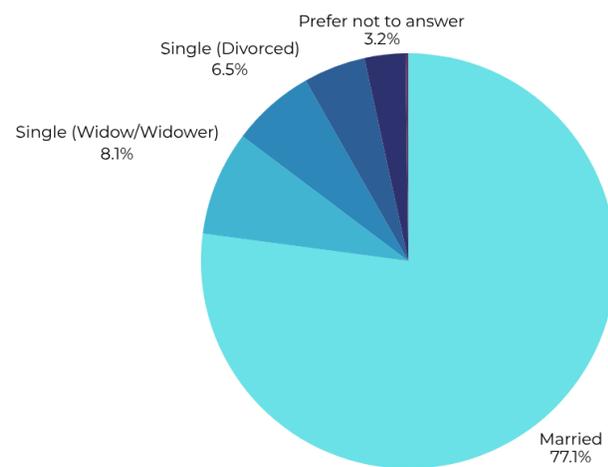
The 74.8% married composition provides a stable foundation for family-oriented programming while creating potential challenges for single adult integration. The 7.9% widow/widower population, combined with the senior-heavy age profile, indicates significant grief support and senior ministry needs that should inform pastoral care and programming priorities.

The children analysis reveals a congregation transitioning from active parenting to grandparenting roles, with implications for children's ministry, youth programming, and intergenerational engagement strategies.
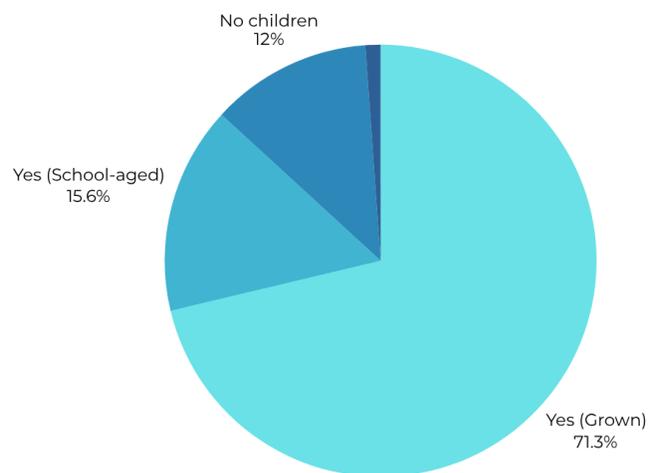
Q9. Do you have children?

Children Status	Percentage
Yes (Grown)	69.2%
Yes (School-aged)	15.1%
No children	11.7%
Prefer not to answer	1.1%

The 69.2% with grown children represents tremendous ministry potential through leveraging intergenerational ministry to "grow younger" and reach the next generation, if there is a willingness among the older population. These experienced parents could serve as mentors for the 15.1% currently raising school-aged children, creating natural ministry connections and support systems.

The 15.1% with school-aged children, while representing a minority of respondents, likely drives significant programming needs around children's ministry, youth activities, and family-centered events. This group probably influences facility usage patterns, scheduling considerations, and safety priorities more than their percentage suggests.

1.4 Gender Composition and Leadership Implications

The gender distribution provides insight into participation patterns and potential leadership development opportunities within the congregation.

What is your sex?

Gender	Percentage
Female	55.7%
Male	40.2%
Prefer not to answer	1.1%

Prefer not to answer 1.1%
Male 41.4%
Female 57.4%
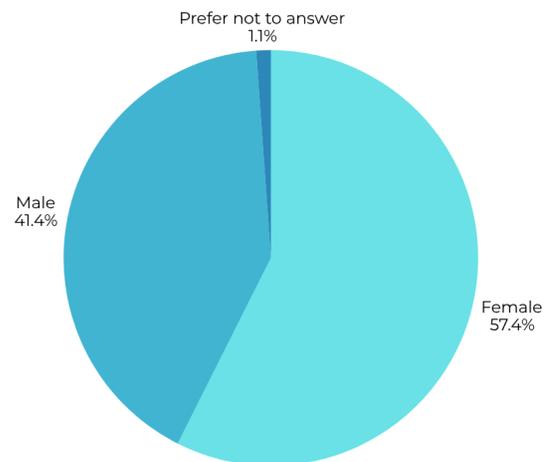
The 55.7% female participation rate (Q7) aligns with typical church attendance patterns but raises questions about male engagement strategies and leadership balance. Member feedback reveals appreciation for strong female volunteer leadership while expressing concern about male participation in certain ministry areas. Several members suggest targeted programming that appeals specifically to male fellowship and service preferences.

1.5 Engagement Patterns by Demographics

Cross-tabulation analysis reveals how different demographic groups engage with WMMC's ministries, providing crucial insights for targeted engagement strategies and leadership development.

Age and Engagement Correlation

How would you describe your level of engagement at WMMC?

Age Group	Very Involved	Somewhat Involved	Occasionally Involved	Not Involved	Engagement Rate
75+	51 (31.7%)	63 (39.1%)	27 (16.8%)	16 (9.9%)	**70.8%**
60-74	56 (36.4%)	54 (35.1%)	26 (16.9%)	16 (10.4%)	**71.5%**
45-59	14 (19.7%)	27 (38.0%)	20 (28.2%)	7 (9.9%)	**57.7%**
30-44	16 (32.7%)	13 (26.5%)	12 (24.5%)	8 (16.3%)	**59.2%**
18-29	2 (50.0%)	0 (0.0%)	0 (0.0%)	1 (25.0%)	**50.0%**
Under 18	2 (40.0%)	2 (40.0%)	1 (20.0%)	0 (0.0%)	**80.0%**
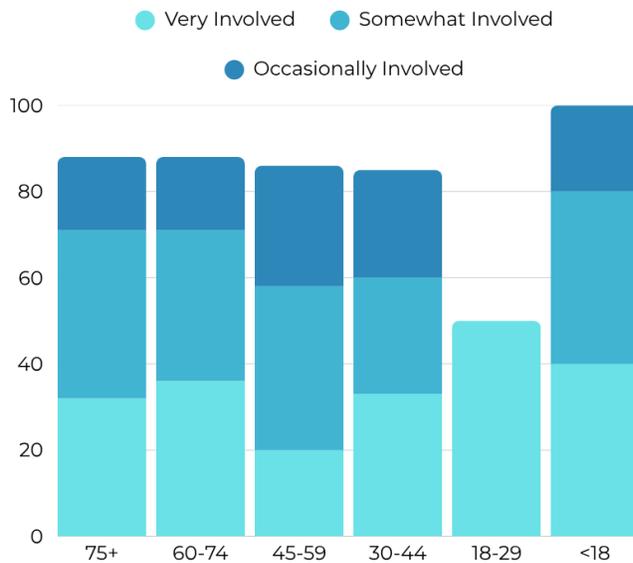
The engagement analysis (Q5 cross-tabulated with Q2) reveals unexpected patterns that challenge common assumptions about age and church involvement. Senior members (75+ and 60-74) demonstrate the highest engagement rates at approximately 71%, significantly exceeding middle-aged groups (45-59 at 57.7% and 30-44 at 59.2%).

Member feedback reveals that this pattern reflects both availability differences and programming alignment, with several middle-aged respondents noting scheduling conflicts with work and family responsibilities that limit participation despite strong desire for involvement. Senior members frequently comment on appreciation for daytime programming options and volunteer opportunities that match their retirement schedules.

This pattern suggests that WMMC's current programming and engagement opportunities are likely aligned to senior preferences and availability rather than the scheduling and interest needs of working-age adults. Comments from middle-aged members emphasize desires for evening

programming, weekend service opportunities, and family-inclusive activities that accommodate dual-career household realities.

The lower engagement among 45-59 year-olds (Q5), typically considered peak leadership years, indicates potential programming gaps or barriers that prevent fuller participation. Feedback from this demographic reveals particular interest in leadership development opportunities, mentoring programs, and service projects that utilize professional skills while fitting demanding work schedules.

The small sample sizes for younger demographics (18-29 and Under 18) limit statistical confidence but suggest that when younger people do participate, they tend toward either high engagement or minimal involvement, with less middle-ground participation than older age groups.

The substantial participation in small groups (Sunday School, Unity/Journey groups, Bible studies) represents approximately 50% of the respondents (Q4), demonstrating a healthy community life culture, even if there is room for growth in engagement–particularly among the non-senior demographics. Member feedback reveals particular appreciation for Bible study depth, fellowship quality, and pastoral leadership within small groups. Several participants note how small group connections provide essential support during life transitions and create accountability for spiritual growth.

Comments also reveal barriers to small group participation, including scheduling conflicts with work and family responsibilities, intimidation about biblical knowledge levels, and uncertainty about group dynamics and expectations. Members express interest in short-term study options, childcare provision, and newcomer-friendly groups that accommodate varying levels of biblical familiarity. These topics will be explored further in Section 3.

1.6 Strategic Priorities and Implications

The demographic analysis reveals two critical considerations for WMMC's future ministry development and engagement strategies.

Intergenerational Programming Opportunities
Leveraging the intergenerational reality of Wesley Memorial Methodist Church emerges as a key growth opportunity. The family structure data (Q8, Q9), with 69.2% having grown children positioned to mentor the 15.1% currently parenting school-aged children and member feedback reveals strong enthusiasm for structured mentoring programs, with experienced parents expressing eagerness to share wisdom while younger families requesting guidance and support. Several members suggest specific programming like family mentorship partnerships, parenting workshops led by experienced parents, and intergenerational service projects.

Senior Ministry Expansion/Balance
The need to care for the senior demographic flows naturally from the high engagement rates among older demographics (71%+, Q5) and the large population of empty-nesters (69.2%, Q9). Member feedback reveals significant interest in enhanced senior programming including travel opportunities, life enrichment classes, technology training, and legacy ministry development. Several seniors express desire for meaningful service roles that utilize their professional experience and life wisdom. However, any expansion of these ministries should be balanced against the need to enhance outreach to families with school-aged children.

These demographic foundations provide the essential context for understanding how different congregation segments respond to specific ministry priorities, worship preferences, and strategic initiatives examined in subsequent survey sections.

Section 2: Mission, Vision & Core Values Analysis

2.1 Overview

WMMC demonstrates exceptional congregational alignment around foundational statements, with overwhelming support for the church's mission, vision, and core values. This strong consensus provides a solid foundation for strategic planning while revealing subtle generational differences that inform leadership approaches and communication strategies.

2.2 Mission Statement Alignment

The congregation's response to WMMC's mission statement—"To make and sustain spiritually healthy followers of Jesus Christ who live in ways that transform the world"—reveals remarkable unity across all demographic segments with minimal resistance to the foundational purpose.

The following statement reflects WMMC's mission: "To make and sustain spiritually healthy followers of Jesus Christ who live in ways that transform the world." Do you agree that this reflects our purpose as a church?

Alignment Level	Count	Percentage
Strongly agree	277	65.0%
Agree	134	31.5%
Total Positive	**411**	**96.5%**
Disagree	12	2.8%
Strongly disagree	3	0.7%
Total Negative	**15**	**3.4%**
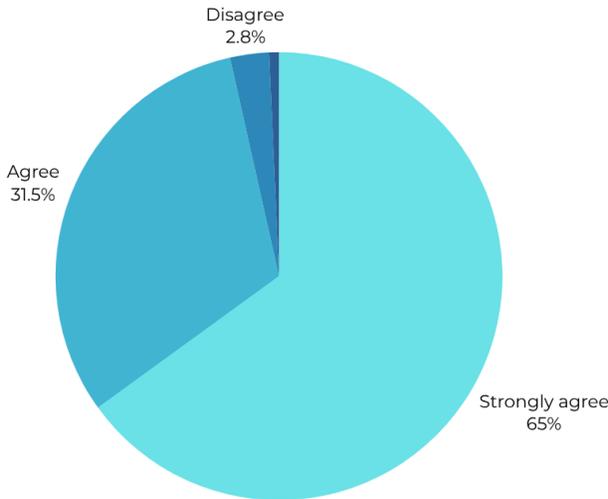
The 96.5% positive response rate (Q10) demonstrates exceptional mission alignment that provides leadership with strong mandate for mission-driven decision making. Member feedback reveals deep appreciation for the mission's emphasis on spiritual health and world transformation, with several noting how these concepts resonate with their personal faith journey and service motivations. Comments consistently praise the mission's balance between personal spiritual formation and community impact.

The minimal 3.4% disagreement suggests that mission resistance stems from individual theological differences rather than systemic congregational concerns. Comments from this group often focus on language preferences or emphasis concerns rather than fundamental disagreement with church

purpose, such as requests for more explicit evangelism language or concerns about balancing personal transformation with social action.

Cross-tabulation analysis reveals that mission support transcends generational boundaries, with all age groups demonstrating strong alignment while showing subtle preference patterns.

Age Group	Total Responses	Agreement Rate
Under 18	5	100.0%
18-29	3	100.0%
30-44	47	95.7%
45-59	68	94.1%
60-74	151	94.0%
75+	152	100.0%

The universal agreement among the youngest (Under 30) and oldest (75+) demographics (Q10 cross-tabulated with Q2) suggests that mission language resonates across the complete generational spectrum. Member feedback reveals that younger participants appreciate the mission's action orientation and global perspective, while senior members value the emphasis on spiritual formation and life transformation.

The slight dip in agreement among middle-aged groups (94.0-95.7%, Q10 by Q2) may reflect different expectations about mission implementation rather than disagreement with the substance of the mission. Comments from working-age adults often emphasize desires for more specific implementation strategies and clearer connections between mission statement and actual programming decisions.

2.3 Vision Statement Assessment

WMMC's comprehensive vision statement—describing "a compassionate family of believers using our service, gifts, talents, and example as instruments for the Holy Spirit"—receives strong but slightly more varied support than the mission statement, suggesting areas for clarification or emphasis.

Do you agree that this captures your vision for WMMC's future?

Response Level	Count	Percentage
Strongly agree	238	56.7%
Agree	155	36.9%

Total Positive	393	93.6%
Disagree	22	5.2%
Strongly disagree	5	1.2%
Total Negative	27	6.3%

The 93.6% positive response (Q12) indicates solid vision support, though the lower intensity compared to mission agreement (57% vs. 65% "strongly agree") suggests that vision implementation may require more communication and education than mission advancement. Member feedback reveals appreciation for the vision's comprehensive scope. Others express a desire to see concrete examples of how vision elements translate into actual programming and resource allocation decisions.
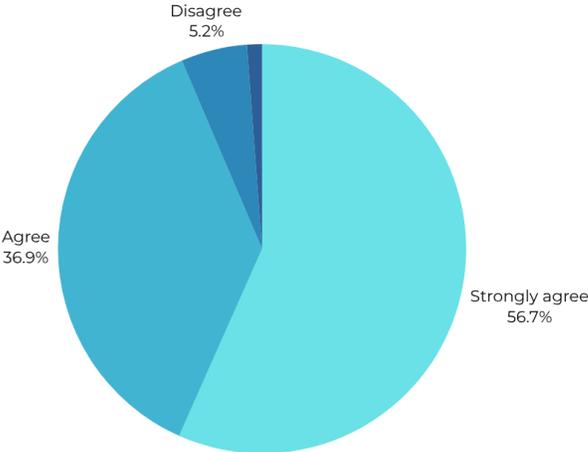
The increased disagreement rate (6.3% vs. 3.4% for mission, Q12 vs. Q10) signals that vision refinement or clarification might strengthen congregational unity. Comments from members expressing concerns often focus on specific vision elements rather than overall direction, such as questions about the balance between local and global outreach or concerns about organizational capacity to achieve such comprehensive goals.

Attendance Length	Responses	Total Agreement	Strong Agreement
Less than 1 year	24	95.8%	83.3%
1–5 years	156	94.9%	64.7%
6–10 years	30	93.3%	46.7%
More than 10 years	203	92.1%	49.3%

Agreement with the vision was consistent across demographics, but there were subtle differences by tenure groups. Those who were newer to the church demonstrated more enthusiasm than long-term members. The church should address the gap by ensuring that newer members (who demonstrate high vision enthusiasm) and established members (who may have implementation concerns) share common understanding of vision priorities and practical applications.

2.4 Core Values Consensus

WMMC's five core values (Love for God & Others, Obedience to God's Word, Worship, Prayer, and Compassion) receives the most "strongly agree" support among all foundational statements, indicating deep alignment within the congregation.

Do these align with your personal values for our church?

Response Level	Count	Percentage
Strongly agree	328	78.3%
Agree	81	19.3%
Total Positive	**409**	**97.6%**
Disagree	9	2.1%
Strongly disagree	1	0.2%
Total Negative	**10**	**2.3%**
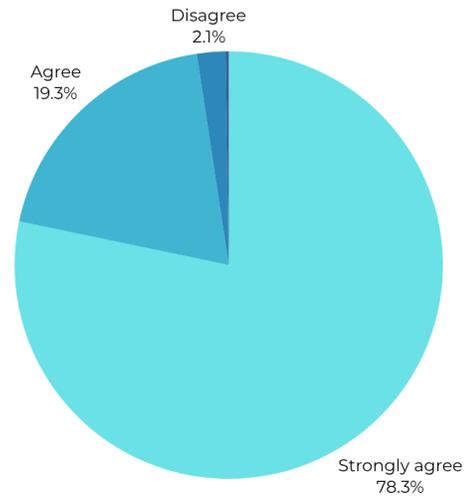
The 78% "strongly agree" response (Q14) represents the highest passion level among all foundational statements, suggesting that core values resonate most deeply with congregational identity. Member feedback consistently emphasizes how these values align with their personal faith convictions and family values, with particular appreciation for the balance between devotional practice (Love for God, Prayer, Worship) and active service (Love for Others, Compassion, Obedience).

Comments reveal that members find these values both aspirational and practical, providing clear guidance for personal spiritual formation and ministry decision-making. Several members note appreciation for values that emphasize both personal relationship with God and active service to others, creating a framework that supports wide-ranging spiritual formation approaches.

The minimal 2% disagreement (Q14) indicates that values-driven initiatives should encounter virtually no resistance.

2.5 Worship Meaningfulness Evaluation

The assessment of worship services as "meaningful and appropriately designed to contribute to the mission" reveals strong satisfaction with current worship expressions while indicating room for enhancement in worship-mission connection.

WMMC's worship services are meaningful and appropriately designed to contribute to the mission of our church.

Response Level	Count	Percentage
Strongly agree	277	67.7%
Agree	125	30.5%
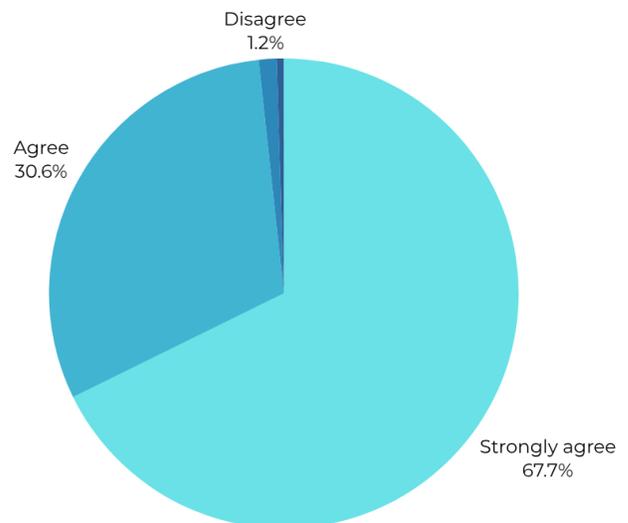
Total Positive	402	98.2%
Disagree	5	1.2%
Strongly disagree	2	0.5%
Total Negative	7	1.7%

The 98.2% positive response (Q20) indicates strong worship satisfaction that matches mission and values alignment levels, suggesting that worship expressions effectively support congregational spiritual formation. Member feedback reveals appreciation for worship that clearly connects to mission advancement, with several noting how sermon content and worship elements help them understand practical applications of faith commitments. Member feedback from those who selected "Agree" rather than "Strongly Agree" emphasized desires for more contemporary music options or increased opportunities for congregational participation in worship leadership.

The minimal 1.7% disagreement (Q20) suggests that worship concerns stem from individual preferences rather than systemic worship problems.

2.6 SWOT Analysis: Meta-Analysis of Mission, Vision & Core Values Comments

Based on comprehensive analysis of open-ended responses from Questions 16-19, several strategic themes emerge that provide crucial insight into Wesley Memorial's current positioning and future trajectory. The following SWOT analysis synthesizes over 775 individual comments to identify patterns that transcend surface-level observations.

Strengths

Wesley Memorial's greatest strength lies in what respondents consistently describe as an exceptional pastoral leadership team that delivers biblically-grounded, practical teaching across multiple worship styles. Comments repeatedly praise the ministerial staff's theological depth, accessibility, and genuine care for both congregation and community. The church's "Bible-centric" approach resonates strongly, with members appreciating sermons that connect scripture to contemporary life while maintaining doctrinal integrity.

The congregation's welcoming culture represents another core strength, with numerous comments highlighting the church's ability to make newcomers feel immediately embraced. This hospitality extends beyond Sunday services to encompass extensive community outreach ministries that have established Wesley Memorial as a recognized pillar of High Point. The church's exceptional children's programming, particularly Wesley Memorial School, emerges as a distinctive asset that both serves families and attracts new members. Financial stability and beautiful facilities provide the foundation for these ministries, with many respondents noting the church's capacity to support ambitious community initiatives through both human and monetary resources.

Weaknesses

Youth and young adult ministry consistently emerges as the most significant operational weakness, with respondents across demographics expressing concern about inconsistent programming and leadership transitions in these critical areas. The church's size, while enabling broad impact, creates connection challenges that leave some members feeling anonymous despite active programming. Many comments identify communication gaps, particularly regarding small group coordination and ministry information dissemination, that prevent optimal member engagement.

Demographic diversity represents a persistent weakness, with numerous respondents acknowledging limited racial, ethnic, and socioeconomic representation despite the church's welcoming intentions. The contemporary worship service receives mixed feedback, with some respondents expressing dissatisfaction with musical selections and energy levels compared to previous leadership. Facility maintenance concerns, while not universal, appear frequently enough to suggest ongoing operational challenges that could impact member satisfaction and community perception.

Opportunities

The most significant opportunity lies in youth and young adult ministry development, with respondents recognizing that strengthening these programs could transform both the church's future trajectory and its community impact. Many comments suggest that robust youth programming naturally attracts young families, creating sustainable growth patterns. Community partnerships represent substantial untapped potential, with respondents identifying numerous possibilities for expanded collaboration with schools, nonprofits, and other churches.

The church's established reputation and resources position it uniquely to serve as a regional faith leader, particularly for those seeking biblically-faithful, traditional Methodist worship in an independent setting. Post-disaffiliation positioning creates opportunities to welcome displaced United Methodist congregants while maintaining doctrinal clarity. Enhanced digital ministry and online engagement present significant growth potential, with several respondents suggesting expanded streaming, social media presence, and virtual programming options. The church's physical campus offers extensive possibilities for expanded community programming, from senior adult centers to special needs ministries.

Threats

The aging congregation represents the most frequently cited long-term threat, with numerous respondents expressing concern about membership sustainability as current leaders retire or become less active. This demographic reality creates succession planning challenges across multiple ministry areas simultaneously. External perception issues persist, with several comments noting community views of the church as "exclusive" or "elitist" despite internal welcoming efforts, potentially limiting growth among younger and more diverse populations.

Staff retention challenges appear in multiple comments, suggesting that personnel turnover could undermine ministry continuity and institutional knowledge. The church's financial obligations for facility maintenance and operations create ongoing pressure that could limit ministry expansion or require difficult prioritization decisions. Cultural and generational shifts in worship preferences and church engagement present adaptation challenges, particularly in maintaining relevance for younger demographics while preserving traditional strengths. Competition from both contemporary "big box"

churches and online worship options requires strategic response to maintain and grow membership in an increasingly crowded religious landscape.

2.7 Strategic Priorities and Implications

The foundational statements analysis reveals critical leadership opportunities that build on exceptional congregational alignment while addressing areas for strategic enhancement.

Mission-Driven Decision Making Authority emerges from the 92.3% mission support (Q10), providing leadership with clear mandate to make strategic decisions based on mission advancement rather than preference accommodation. Member comments consistently express trust in leadership decisions that clearly advance the stated mission, with several noting appreciation for how mission focus helps prioritize competing demands and resource allocation decisions.

Vision Communication and Implementation Focus becomes priority given the 6.0% disagreement rate and lower passion intensity compared to mission and values (Q12). Member feedback reveals particular interest in seeing concrete examples of vision implementation, with requests for regular updates about how specific programs and initiatives advance vision elements. Several members suggest storytelling approaches that demonstrate vision impact through member testimonies and community transformation examples.

# Section 3: Worship & Spiritual Formation Analysis

3.1 Overview

WMMC's worship and spiritual formation landscape reveals a congregation highly satisfied with current offerings while demonstrating openness to strategic enhancements. The analysis shows strong appreciation for worship inclusivity and variety, solid small group engagement, and thoughtful perspectives on contemporary worship growth that reflect both generational wisdom and adaptive capacity.

3.2 Worship Welcoming Atmosphere

The congregation's assessment of worship services as welcoming demonstrates exceptional success in creating inclusive worship environments that serve diverse backgrounds and experiences within the WMMC community.

Response Level	Count	Percentage
Strongly agree	236	57.7%
Agree	152	37.2%
Total Positive	388	94.9%
Disagree	16	3.9%
Strongly disagree	5	1.2%
Total Concerns	21	5.1%
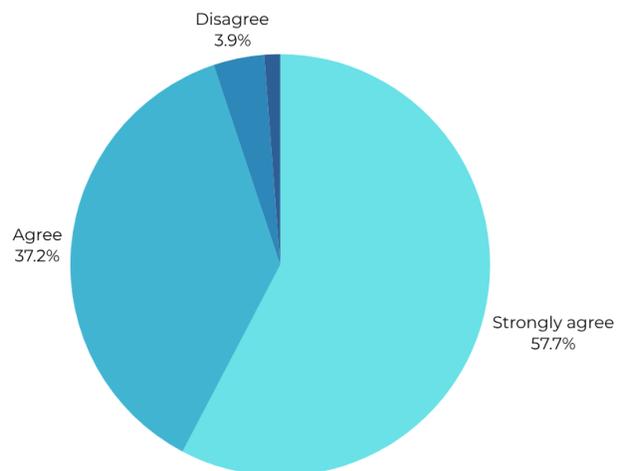
The 94.9% positive response (Q21) indicates that
WMMC has successfully created worship environments that feel welcoming across demographic boundaries, providing strong foundation for attracting new members and retaining diverse constituencies. Member feedback reveals particular appreciation for intentional hospitality efforts, with comments highlighting the warmth of greeters, accessibility accommodations for seniors and those with disabilities, and efforts to help newcomers feel comfortable navigating worship services.

The 57.7% "strongly agree" rate (Q21) suggests passionate advocates for inclusive worship who likely contribute to the welcoming culture through active hospitality and inclusive attitudes. Comments from these members often describe specific ways they've witnessed WMMC's welcoming spirit, including follow-up with visitors, assistance during worship, and integration efforts for new members.

The minimal 5.1% who perceive welcoming deficits (Q21) represent important voices that could identify specific barriers to full inclusion. Member feedback from this group often focuses on practical concerns

such as better signage for first-time visitors, more comprehensive accessibility features, enhanced parking assistance, and clearer communication about worship expectations and participation opportunities.

3.3 Worship Style Variety and Satisfaction

WMMC's multi-service approach receives strong validation from congregational responses, indicating successful balance between traditional and contemporary expressions that meets diverse spiritual formation preferences.

WMMC offers enough variety in worship styles to meet the spiritual needs of our church community.

Response Level	Count	Percentage
Strongly agree	260	63.6%
Agree	138	33.7%
Total Positive	398	97.3%
Disagree	9	2.2%
Strongly disagree	2	0.5%
Total Concerns	11	2.7%
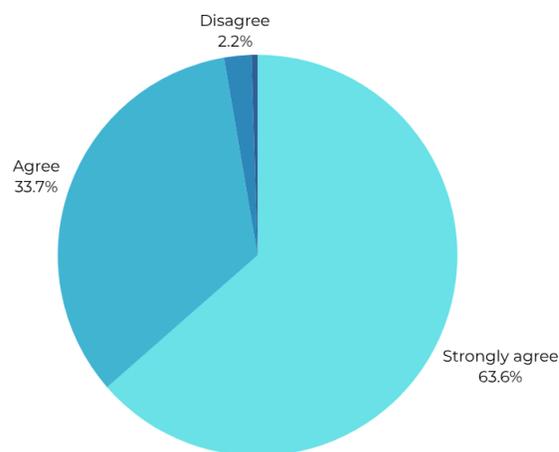
The 97.3% satisfaction with worship variety (Q22) validates WMMC's strategic decision to offer multiple worship expressions rather than forcing congregation-wide consensus on single worship style. Member feedback reveals appreciation for the ability to choose worship experiences that match personal spiritual formation needs, family schedules, and seasonal preferences. Several members note how different services serve different purposes in their spiritual journey.

The 63.6% "strongly agree" response (Q22) exceeds even the worship welcoming enthusiasm, indicating that variety itself contributes significantly to member satisfaction and retention. Comments reveal appreciation for traditional worship depth, contemporary worship energy, and the ability to invite guests to services that match their comfort levels and worship preferences.

The exceptional 2.7% disagreement rate (Q22) suggests that worship variety concerns stem from individual preferences rather than systemic gaps in worship offerings. Member feedback from this small group often requests specific enhancements such as more frequent special music, seasonal worship variations, or additional contemporary elements within traditional services, indicating refinement opportunities rather than fundamental restructuring needs.

Service Attendance Patterns by Age

WMMC's multi-service approach reveals clear generational worship preferences with significant implications for ministry planning.

Age Group	8:30 a.m. Traditional	9:30 a.m. Contemporary	11:00 a.m. Traditional	Online	TV Service	Infrequent	Not Involved	Total
Under 18	0.0%	40.0% (2)	60.0% (3)	0.0%	0.0%	20.0% (1)	20.0% (1)	1.14% (7)
18–29	0.00%	75.0% (3)	25.0% (1)	50.0% (2)	0.0%	0.0%	0.0%	0.9% (6)
30–44	0.00%	77.6% (38)	36.7% (18)	12.2% (6)	2.0% (1)	6.1% (3)	0.0%	11.1% (66)
45–59	5.8% (4)	65.2% (45)	37.7% (26)	15.9% (11)	5.8% (4)	5.8% (4)	4.4% (3)	15.7% (97)
60–74	20.8% (32)	48.7% (75)	51.3% (79)	12.3% (19)	10.4% (16)	5.2% (8)	3.9% (6)	35.0% (235)
75+	16.4% (26)	25.2% (40)	70.4% (112)	10.1% (16)	18.9% (30)	3.1% (5)	1.3% (2)	36.1% (231)
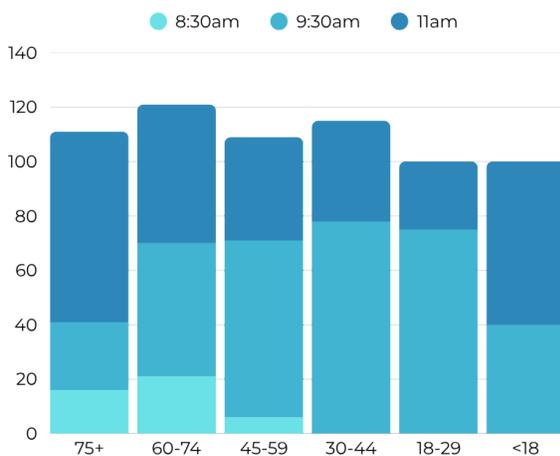
The cross-tabulation reveals clear generational patterns in worship preferences. Contemporary service attendance decreases dramatically with age (from 78% among 30-44 to 25% among 75+), while traditional service preference increases correspondingly (from 37% among 30-44 to 70% among 75+). Note that because respondents could select multiple services, there is overlap between services. This indicates appreciation for worship variety rather than rigid service loyalty. Notably, televised service usage increases significantly with age (18.6% among 75+ vs. 2.0% among 30-44), likely reflecting mobility and health considerations among older adults.

3.4 Contemporary Worship Growth Management

There is a broad acknowledgement that the contemporary service is growing and is an avenue for growth in the future. Therefore, survey respondents were asked to consider different strategies for managing the growth in this service. The results reveal a nuanced understanding, largely influence by the respondent's personal connection to the service–as well as stewardship considerations.

Q27. Which of the following best reflects your preference as the contemporary service continues to grow?

Growth Preference	Count	Percentage
Redesign/expand dining hall for contemporary	132	33.1%
I'm not familiar with contemporary service	111	27.8%
Add second contemporary service	99	24.8%
Build new space for contemporary worship	57	14.3%

Build new space for contemporary worship
14.3%

Redesign/expand dining hall for contemporary
33.1%

Add second contemporary service
24.8%

I'm not familiar with contemporary service
27.8%
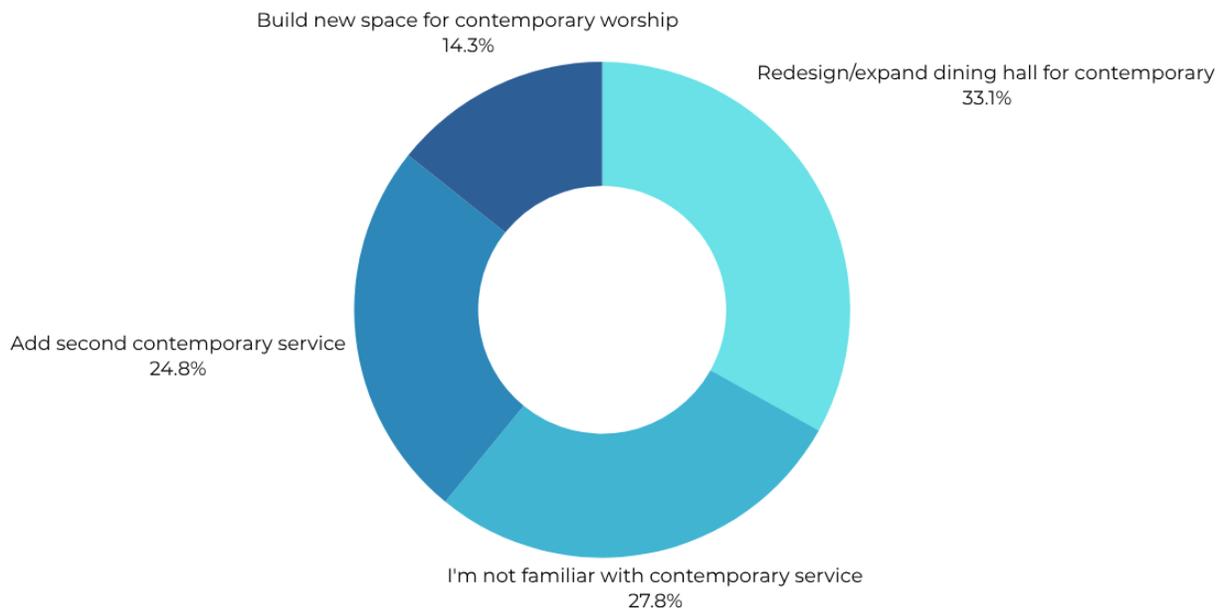
The responses to contemporary worship growth (Q27) indicate diverse perspectives on how to accommodate continued growth. The 33.1% supporting dining hall redesign/expansion suggests preference for facility improvements that serve multiple purposes rather than single-use construction.

The significant 27.8% unfamiliar with the contemporary service represents both a communication opportunity and indicates that contemporary growth discussions involve members across the entire congregation rather than just contemporary service participants.

The 24.8% supporting a second contemporary service indicates substantial interest in schedule-based solutions that could serve growing attendance without requiring facility construction.

Cross-tabulation of contemporary worship growth preferences by current service attendance reveals distinct perspectives based on worship experience and familiarity.

Service Attendance	Add Service	Build New	Redesign/Expand	Not Familiar
8:30 a.m. Traditional	40.0% (24)	6.7% (4)	20.0% (12)	33.3% (20)
9:30 a.m. Contemporary	31.9% (59)	22.2% (41)	44.3% (82)	1.6% (3)
11:00 a.m. Traditional	25.0% (55)	10.9% (24)	25.9% (57)	38.2% (84)

Note: Percentages calculated based on respondents who answered both service attendance and contemporary growth questions (8:30 n=60, 9:30 n=185, 11:00 n=220)

The cross-tabulation reveals striking differences based on worship service familiarity and preference. **Contemporary service attendees (9:30 a.m.)** show the strongest support for facility improvements, with 44.3% preferring renovation/expansion and 22.2% supporting new construction - indicating active users who understand space constraints and growth needs.

Early traditional service attendees (8:30 a.m.) favor adding a second contemporary service (40.0%) over facility construction, suggesting preference for schedule-based solutions that don't require major capital investment. Only 6.7% support new construction, the lowest rate among all service groups.

Late traditional service attendees (11:00 a.m.) show the highest unfamiliarity rate (38.2%), indicating significant communication opportunities. Among those familiar with contemporary worship, preferences are split between adding a second service (25.0%) and renovation (25.9%).

The **unfamiliarity gap** is dramatic: only 1.6% of contemporary attendees are unfamiliar with their own service, while over one-third of traditional service attendees (33.3% at 8:30 and 38.2% at 11:00) report unfamiliarity with the contemporary option.

Facility investment support is highest among contemporary service users (66.5% combined for expansion/new construction), moderate among 11:00 traditional attendees (36.8%), and lowest among 8:30 traditional attendees (26.7%), suggesting that facility planning should prioritize input from active contemporary service participants while ensuring communication with traditional service attendees.

3.5 Small Group Engagement and Opportunities

Small group participation patterns reveal both the strength of WMMC's current small group culture and significant opportunities for expanded engagement among members who currently participate primarily through worship attendance.

Current Small Group Participation

The analysis of small group engagement shows substantial participation rates that exceed many church benchmarks while indicating considerable potential for growth among members who face practical barriers.

Are you currently engaged in a WMMC small-group class (e.g., Sunday School, Unity/Journey group, Bible study)?

Participation Status	Count	Percentage
Currently engaged	233	57.4%
Not currently engaged	173	42.6%

Not currently engaged 42.6%

Currently engaged 57.4%
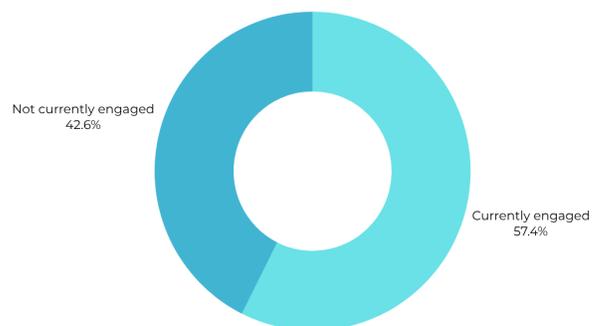
The 57.4% current engagement rate (Q23) demonstrates robust small group culture that provides spiritual formation foundation for over half the congregation. This participation level indicates effective

small group leadership, relevant programming, and successful invitation processes that connect members in meaningful spiritual community beyond Sunday worship.

The 42.6% not currently engaged represent significant potential for spiritual formation and community connection, likely requiring targeted invitation strategies, barrier removal, and entry-level small group options designed for newcomers to group-based spiritual formation.

Small Group Barriers by Children Status

Cross-tabulation of children status and small group barriers reveals distinct participation challenges that require targeted solutions for different family situations.

What do you perceive to be the biggest barrier to engaging in a small-group class? (Select up to 2)

Children Status	Need for Childcare	Not Enough Choices	Doesn't Fit My Schedule	Lack of Info About Groups	Confused About Process to Join	Too Many Choices	Awkward Meeting with Strangers	Current Groups Are Full
School-aged Kids	19.6% (11)	19.6% (11)	53.6% (30)	25.0% (14)	17.9% (10)	0.0% (0)	0.0% (0)	1.8% (1)
Grown Kids	3.9% (8)	11.2% (23)	39.5% (81)	43.4% (89)	19.5% (40)	3.9% (8)	11.2% (23)	9.3% (19)
No Kids	2.9% (1)	14.3% (5)	37.1% (13)	40.0% (14)	25.7% (9)	5.7% (2)	5.7% (2)	5.7% (2)

Note: Percentages calculated based on respondents who answered the barriers question (School-aged n=56, Grown children n=205, No children n=35)

Top 3 Barriers by Children Status
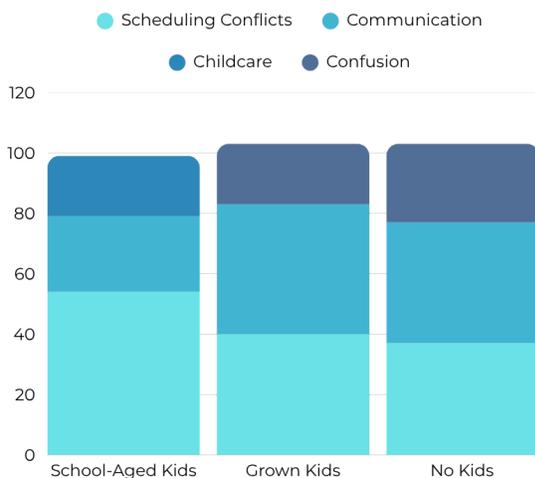
The cross-tabulation reveals that **families with school-aged children face dramatically different challenges**, with scheduling conflicts (53.6%) dominating their barrier profile. This reflects the complex coordination required for families juggling work, school, and family activities.

Childcare emerges as a significant barrier specifically for school-aged families (19.6%) compared to families with grown children (3.9%) and adults without children (2.9%). Interestingly, families with school-aged children show no barriers related to meeting strangers or having too many choices, suggesting they're motivated but face practical obstacles.

Communication barriers are consistently high across families with grown children (43.4%) and adults without children (40.0%), indicating these more established church members want better information about available opportunities despite their church experience.

Small Group Barriers by Age Demographics

Cross-tabulation of age groups and small group barriers reveals distinct generational patterns in participation challenges that inform targeted engagement strategies.

Age	Need for Childcare	Not Enough Choices	Doesn't Fit My Schedule	Lack of Info About Groups	Confused About Process to Join	Too Many Choices	Awkward Meeting with Strangers	Current Groups Are Full
18-29	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (2)	50.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)
30-44	28.6% (12)	21.4% (9)	57.1% (24)	14.3% (6)	16.7% (7)	0.0% (0)	0.0% (0)	2.4% (1)
45-59	2.0% (1)	18.4% (9)	51.0% (25)	38.8% (19)	20.4% (10)	2.0% (1)	4.1% (2)	6.1% (3)
60-74	4.0% (4)	7.9% (8)	41.6% (42)	44.6% (45)	24.8% (25)	1.0% (1)	9.9% (10)	10.9% (11)
75+	3.0% (3)	11.9% (12)	30.7% (31)	44.6% (45)	14.9% (15)	7.9% (8)	12.9% (13)	7.9% (8)
Under 18	0.0% (0)	66.7% (2)	100.0% (3)	0.0% (0)	33.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)

Note: Percentages calculated based on respondents who answered the barriers question (18-29 n=2, 30-44 n=42, 45-59 n=49, 60-74 n=101, 75+ n=101, Under 18 n=3)

Top 3 Barriers by Age Group:

- **18-29**: Communication (100.0%), Joining process (50.0%)
- **30-44**: Scheduling (57.1%), Childcare (28.6%), Group options (21.4%)
- **45-59**: Scheduling (51.0%), Communication (38.8%), Joining process (20.4%)
- **60-74**: Communication (44.6%), Scheduling (41.6%), Joining process (24.8%)
- **75+**: Communication (44.6%), Scheduling (30.7%), Joining process (14.9%)

The age-based analysis reveals dramatic generational differences. **Young adults (18-29)** face universal communication barriers (100.0%) and joining process confusion (50.0%), suggesting they know about small groups but lack sufficient information about options that would appeal to their life stage.

Active parenting years (30-44) show the highest scheduling barriers (57.1%) across all age groups and the highest childcare needs (28.6%), confirming that current programming struggles to accommodate the complex schedules of families with young children.

Seniors (60+) demonstrate consistently high communication barriers (44.6%) despite their church experience, indicating that better information systems could significantly increase their small group participation. Their declining scheduling barriers with age (from 41.6% at 60-74 to 30.7% at 75+) reflects retirement flexibility.

Social comfort decreases with age, as barriers related to meeting strangers rise from 0% among young adults to 12.9% among seniors, while "too many choices" concerns also increase with age (7.9% for 75+), suggesting older adults may prefer simplified, clearer options.

3.6 Spiritual Formation Program Assessment

Current spiritual formation activities receive strong approval while revealing opportunities for enhanced programming that could serve diverse learning styles and spiritual formation preferences within the congregation.

WMMC's spiritual-formation activities (Bible studies, small groups) are well-supported and contribute meaningfully to spiritual growth.

Response Level	Count	Percentage
Strongly agree	190	47.0%
Agree	196	48.5%
Total Positive	**386**	**95.5%**
Disagree	14	3.5%
Strongly disagree	4	1.0%
Total Negative	**18**	**4.5%**
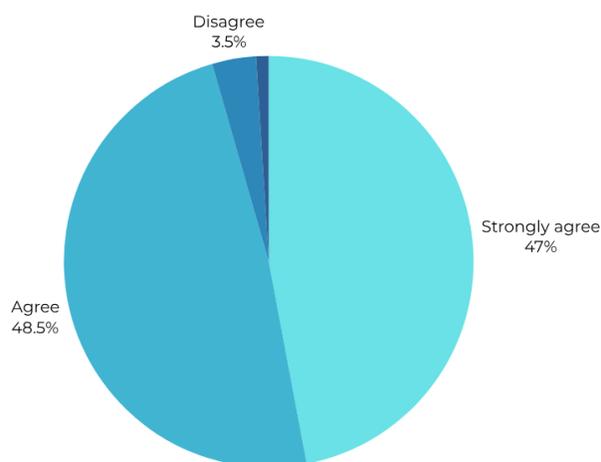
The 95.5% positive assessment (Q25) indicates that current spiritual formation programming effectively serves most congregation members while providing foundation for strategic enhancements. Member feedback reveals appreciation for Bible study quality, leadership training opportunities, and programming that connects spiritual formation to practical life application. Several members particularly value how spiritual formation activities provide both personal growth and preparation for ministry service.

I would be interested in more large-scale spiritual-formation events at WMMC (e.g., marriage conferences, Spirit & Truth weekends, guest speakers/theologians).

Interest Level	Count	Percentage
Strongly agree	65	16.5%
Agree	232	59.0%
Total Interest	**297**	**75.5%**

Disagree	92	23.4%
Strongly disagree	4	1.0%
Total Not Interested	**96**	**24.4%**

Interest in expanded large-scale spiritual formation events reveals congregational appetite for enhanced educational and spiritual development opportunities that complement existing small group programming. The 75.5% interest in large-scale spiritual formation events (Q26) indicates significant programming opportunity that could enhance WMMC's spiritual formation offerings while serving members who prefer learning in larger group settings or special event formats. Member feedback reveals particular interest in marriage enrichment events, theological seminars with guest speakers, seasonal retreats, and intergenerational learning opportunities that bring the whole congregation together.
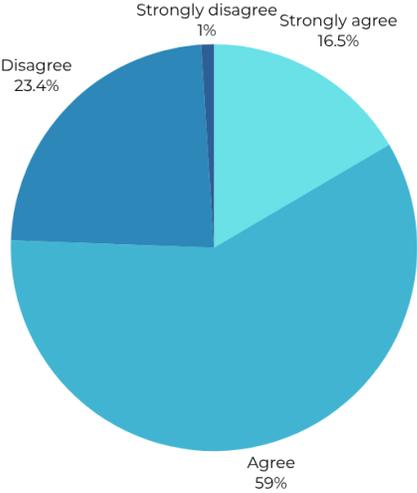
3.7 Open-Ended Questions

Q28: What other worship or spiritual growth opportunities do you wish WMMC offered?

Respondents express strong desire for expanded small group opportunities that accommodate diverse schedules and life stages, with particular emphasis on evening and weekend options for working adults and young families. Many comments focus on the need for short-term, topical studies that provide entry points for newcomers hesitant about long-term commitments, alongside requests for more specialized groups such as grief support, parenting classes, and men's/women's ministry expansion. The recurring theme of accessibility suggests that while current spiritual formation programming receives high satisfaction ratings, barriers related to timing and format prevent broader participation.

A significant portion of responses emphasize desires for enhanced intergenerational programming and alternative worship expressions, including contemporary-style Wednesday evening services, seasonal retreats, and guest speaker events that complement regular Sunday offerings. Comments reveal appreciation for current Bible study depth while requesting more varied learning formats such as video-based studies, outdoor worship experiences, and technology-integrated spiritual formation tools. The consistency of requests for "something different" indicates that while traditional offerings serve the core congregation well, strategic expansion into alternative formats could engage members currently on the periphery of spiritual formation activities.

3.8 Strategic Priorities and Implications

The worship and spiritual formation analysis reveals key priority areas for strategic enhancement that build on current strengths while addressing identified opportunities.

Small Group Expansion Strategy should focus on removing the common barriers, namely through enhanced communication, assessing optimal group times for availability, and creating new on-ramps that could convert the 43% not currently engaged into active small group participants. The age-based

engagement patterns suggest particular attention to middle-aged programming that accommodates work and family schedules is essential for growth.

Large-Scale Event Programming presents significant opportunity given 75.5% interest (Q26), suggesting strategic development of marriage conferences, theological seminars, and guest speaker events that complement small group spiritual formation while serving members who prefer large group learning environments.

Contemporary Worship Expansion Planning should consider the diverse perspectives revealed in Q27. Renovating the existing facilities appears to be the option that would encounter the least resistance among all stakeholder groups, especially those who are most involved in that service. However, communicating any strategy is going to be essential, especially since such a large percentage (38%) of the congregation that attends the 11am service felt unequipped to articulate an opinion on how to manage the growth. Any change–especially if it involves a large capital investment–could result in significant pushback if not communicated clearly.

This worship foundation provides essential context for understanding how congregational spiritual formation preferences influence responses to internal ministries, outreach priorities, and campus development needs examined in subsequent survey sections.

Section 4: Internal Ministries Analysis

4.1 Overview

WMMC's internal ministries demonstrate strong foundational programs serving diverse life stages while revealing strategic opportunities for enhanced accessibility, intergenerational programming, and specialized ministry development. The congregation shows particular strength in youth and children's ministries alongside significant support for senior-focused programming expansion.

4.2 Youth and Children's Ministry

WMMC's children and youth ministries receive strong congregational endorsement, indicating successful programming that effectively serves families, even though this is an overall segment of the congregation that must be expanded in years to come.

WMMC's ministries for children and youth are well-structured and spiritually impactful.

Assessment Level	Count	Percentage
Strongly agree	140	35.6%
Agree	223	56.7%
Total Positive	**363**	**92.3%**
Disagree	27	6.9%
Strongly disagree	3	0.8%
Total Negative	**30**	**7.7%**
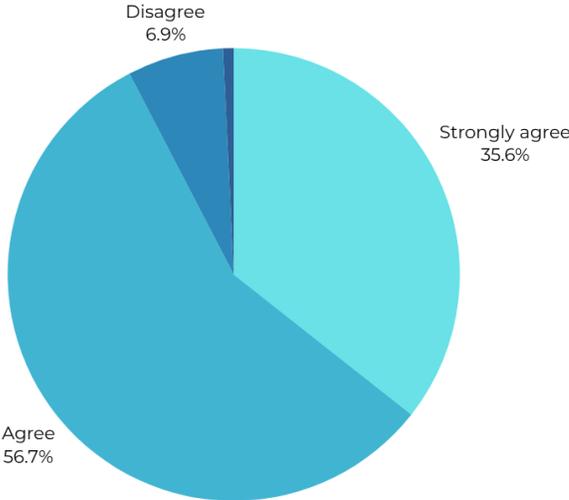
The 92% positive assessment (Q29) demonstrates that WMMC has developed children and youth programming that serves families. Member feedback reveals particular appreciation for dedicated youth leadership, age-appropriate programming, and spiritual formation emphasis that helps children develop personal faith commitments. Comments consistently praise the balance between fun activities and meaningful spiritual content.

Children Status	Strongly Agree	Agree	Disagree	Strongly Disagree
School Age Kids	52.46% (32)	37.70% (23)	9.84% (6)	0.00%
Grown Kids	30.39% (86)	61.13% (173)	7.42% (21)	1.06% (3)
No Kids	46.81% (22)	53.19% (25)	0.00%	0.00%
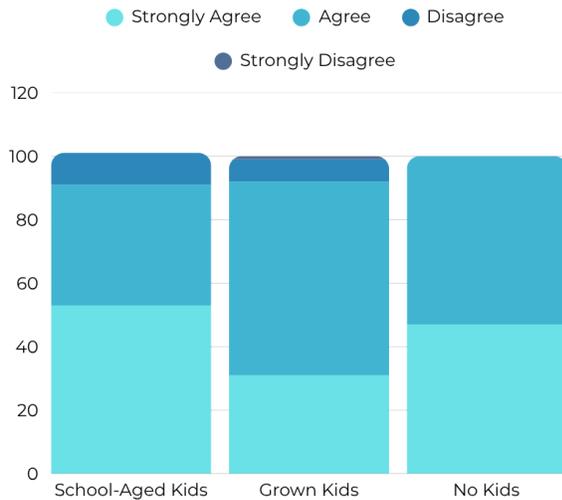
Interestingly, the children's ministry had the highest support among those with school-aged kids in the home. This is good evidence that the children's ministry, in particular, is effective. Among the parents of school-aged children, the comments were unanimous in the support for the current leadership in children's ministry and the program that is being implemented.

The "negative" comments, if they can be characterized that way, express a desire for clearer and better student ministries. The comments acknowledge that there have been changes in youth ministry leadership, and respondents express hopeful optimism about the future of the student ministry. This cautious optimism is the likely driver for the majority of the "Agree" versus "Strong Agree"

responses, and the impetus for the relatively few "Disagree/Strongly Disagree" responses.

4.3 Life Stage Ministry

The congregation's assessment of WMMC's responsiveness to different life stages reveals both strengths in current programming and opportunities for enhanced life stage-specific ministry development.

WMMC is responsive to the spiritual needs of different life stages (young adults, parents, empty-nesters, retirees).

Responsiveness Level	Count	Percentage
Strongly agree	112	28.2%
Agree	227	57.2%
Total Positive	**339**	**85.4%**
Disagree	55	13.9%
Strongly Disagree	3	.8%
Total Negative	**58**	**14.6%**
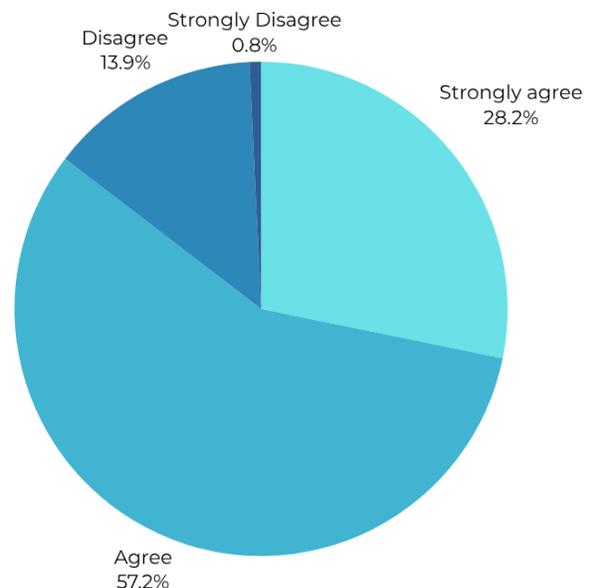
The nearly universal assessment of the church's current ministries to different life states is the recognition that the church must do more to care for young adults and young professionals. Even among the older congregants, the comments suggest that the church needs to do more to

4.4 Preschool Ministry

Wesley Memorial Methodist Church has a longstanding commitment to families with preschool aged children in the community by providing a quality school. In recent years, the needs of the community have shifted. As a result, the preschool must make adjustments to its facilities and programming to be viable for the long-term.

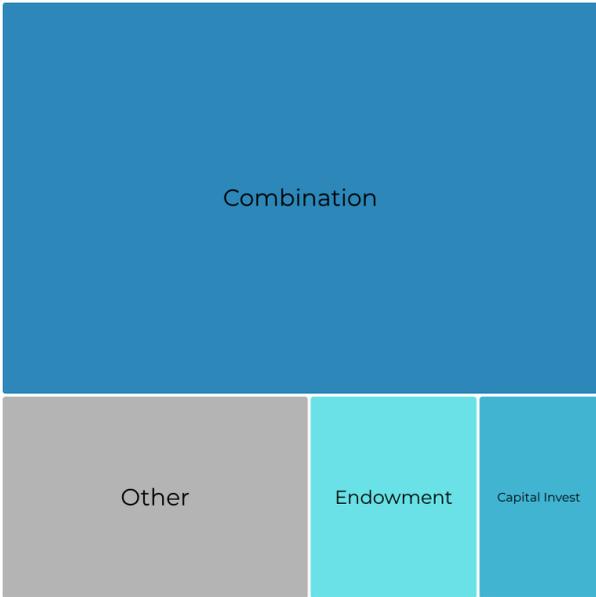The congregation's perspective on how best to fund and enhance the preschool ministry moving forward revealed varying opinions.

How should WMMC support our preschool moving forward?

Support Approach	Count	Percentage
Establish an endowment	38	9.7%
Short-term capital investment	27	6.9%
Combination	259	65.9%
Other	69	17.6%

The majority of respondents supported a combination of long-term investment in the sustainability of the preschool, especially in conjunction with short-term capital investments to improve the school. Namely, the school needs facility improvements, increased salaries for teachers, and needs to consider expanding service. These improvements are unlikely to be able to occur without a significant short-term investment.

A not insignificant number of respondents opted to write-in their own solutions to the challenges surrounding the sustainability of the preschool. The vast majority of these comments indicated that the preschool program should be self-supporting through tuition increases. While this viewpoint is valid, the reality is that the preschool cannot support tuition increases without becoming more competitive in the modern landscape. The limited hours, in particular, make the preschool less desirable in comparison to alternatives in the community as more parents are two-income families and need full-day childcare.

Therefore, it is likely that all three perspectives are valid and necessary. If WMMC is going to host a weekday preschool program for the long term, it must make a significant short-term investment in improvements, create a sustainable model to subsidize costs without inhibiting the general fund giving, and the preschool must become competitive in the current childcare environment and have competitive tuition that largely covers the operational costs.

4.5 Senior Adult Ministries

The proposal for senior adult center development receives strong support that aligns with congregational demographics while revealing opportunities for intergenerational programming and community outreach through senior ministry.

Would you support the development of a Senior Adult Center at WMMC?

Development Support	Count	Percentage
Strongly agree	70	18.1%
Agree	222	57.5%
Total Support	**292**	**75.6%**
Disagree	78	20.2%
Strongly Disagree	16	4.1%
Total Oppose	**94**	**24.3%**
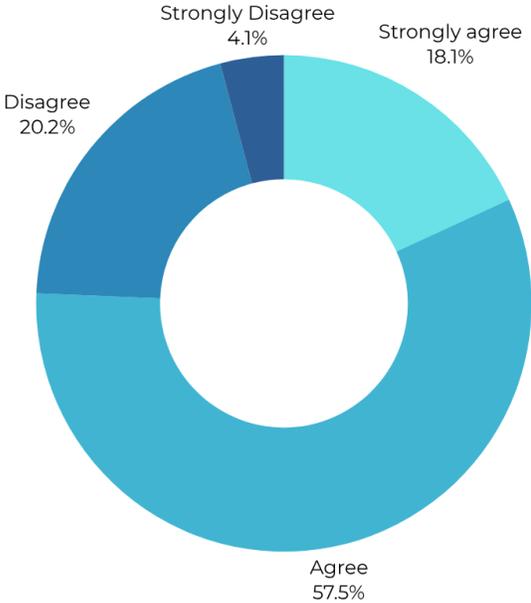
The 75.6% support for senior adult center development (Q35) suggests a clear mandate for enhanced senior programming that serves WMMC's predominantly older congregation while creating community outreach opportunities through senior services. The comments express general enthusiasm for increased opportunities to reach and connect with the seniors population within the church.

However, the 24% that oppose significant investment in a senior center is notable. In comparison to other questions that express significant unity, this appears to be an area where there is significant concern about what a "Senior Center" would look like. Many of the comments suggest that they would only support this kind of initiative if it existed within the current facilities. Others felt that the church already provides significant ministry to seniors. Additionally, others felt that a "Senior Center" would be redundant since there is already a High Point Senior Adult Center that provides services and programming.

Cross-tabulation reveals unexpected patterns while highlighting opportunities for intergenerational support and volunteer development across age groups.

Age Category	Strongly Agree	Agree	Disagree	Strongly Disagree
Under 18	50.0% (2)	50.0% (2)	0.0%	0.0%
18–29	50.0% (1)	50.0% (1)	0.0%	0.0%
30–44	28.9% (13)	40.0% (18)	22.2% (10)	8.9% (4)

45–59	18.3% (11)	55.0% (33)	20.0% (12)	6.7% (4)
60–74	16.3% (23)	62.4% (88)	19.1% (27)	2.1% (3)
75+	14.9% (20)	59.7% (80)	21.6% (29)	3.7% (5)

Interestingly, the highest, most enthusiastic support (Strongly Agree) came from the 30-44 category; however, this age bracket also expressed the most opposition to an investment in a Senior Adult Center. The oldest respondents expressed the highest but moderate level of support.

The raw data results echo much of the sentiment revealed in the comments. Respondents across all age groups revealed a desire to continue support and programming on senior adults. But the majority of commenters tempered their support for senior programming by opposing significant capital investments in facility projects or services. Therefore, it's best to characterize the congregation as supportive of continued and even expanded support of ministries to senior adults but within a limited scope, particularly as it relates to facility and capital investment.

Transportation Ministry Expansion

The congregation's response to expanding transportation ministry for seniors reveals strong support that aligns with the demographic profile while highlighting both immediate needs and long-term planning considerations. Unlike the Senior Adult Center proposal, this topic has broad, cross-demographic support. While the Transportation Ministry impacts senior adults most, it can also be an asset to other demographics.

Would you support expanding a Transportation Ministry for seniors?

Support Level	Count	Percentage
Strongly Agree	93	23.9%
Agree	234	60.0%
Total Support	**327**	**83.9%**
Disagree	58	14.9%
Strongly Disagree	5	1.3%
Total Resistance	**63**	**16.2%**
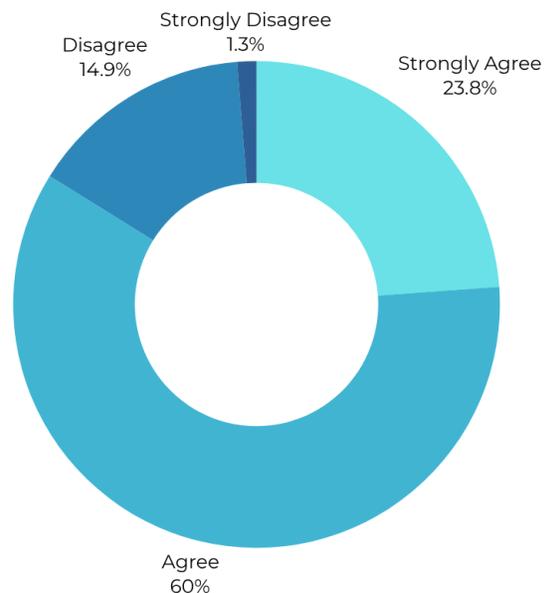
The 84% support for transportation ministry expansion (Q36) provides a clear mandate for developing senior accessibility programs that address mobility limitations within WMMC's predominantly older congregation. Member feedback reveals both immediate practical needs and forward-thinking planning, with several seniors describing current transportation challenges while others anticipate future needs as they age. Comments consistently emphasize how transportation barriers prevent full participation in worship and fellowship activities.

The 16% disagreement (Q36) reflect concerns about liability, volunteer requirements, insurance costs, or resource allocation rather than opposition to helping seniors attend worship and activities. Member feedback from this group often focuses on practical implementation concerns such as volunteer recruitment challenges, insurance implications, and sustainable funding models, suggesting that transportation ministry planning should address risk management and operational sustainability to convert skeptics into supporters.

4.6 Open-Ended Questions Analysis

Q37: Are there any ministries WMMC currently lacks that you believe are essential to our mission?
Q38: What are your dreams or hopes for WMMC's ministries in the next 10 years?

The overwhelming consensus from both questions centers on young adult and family ministry development, with respondents across all demographics identifying this as the most critical gap in current programming. Comments consistently emphasize the need for programming that serves young professionals, newly married couples, and families with young children, recognizing this demographic as essential for church sustainability and growth. Many responses specifically mention the challenge of retaining college graduates and attracting young families new to the community, suggesting that current programming inadvertently creates a gap between youth ministry and established adult programs.

Looking toward the future, respondents envision WMMC as a regional destination for families seeking comprehensive Christian education and intergenerational community. Dreams include expanded children's programming that serves both members and the broader community, enhanced senior adult ministry that leverages the wisdom and experience of older members, and innovative programming that bridges generational gaps through mentorship and service opportunities. The forward-looking responses consistently emphasize growth in both numbers and spiritual depth, with many comments expressing desire for WMMC to become known throughout the region as a church that effectively serves all life stages while maintaining its commitment to biblical teaching and community service. A notable theme emerging from the future-focused responses is the desire to balance growth with intimacy, suggesting that expansion efforts should preserve the relational warmth that members currently value.

4.7 Strategic Priorities and Implications

The internal ministries assessment reveals both successful programming foundations and specific enhancement opportunities that could strengthen congregational ministry effectiveness across life stages.

Youth Ministry Enhancement can build on the positive assessment of youth and kids ministry (Q29) through expanded programming visibility, increased volunteer involvement opportunities, and enhanced intergenerational connections that demonstrate youth ministry impact throughout congregation life. Comments reveal particular interest in programming that helps youth develop leadership skills, service opportunities that connect youth with seniors, and family programming that strengthens intergenerational relationships.

Life Stage Programming Development should address the consensus that the church is more effective at reaching kids than their parents. Member feedback indicates particular interest in young adult programming, empty nest transitions, and single adult ministry that addresses diverse life circumstances and relationship statuses.

The Transportation Ministry Expansion could proceed with confidence given wide support (Q36), focusing on liability management, volunteer training, and sustainable funding that addresses the concerns while serving the significant senior population mobility needs. Member feedback emphasizes desires for comprehensive planning that includes volunteer recruitment strategies, vehicle maintenance considerations, and clear policies that protect both riders and drivers while ensuring reliable service.

Senior Center Development Planning has strong support (Q35) but requires detailed planning communication that addresses critical questions about facility needs, programming scope, and funding approaches to convert oppositional responses into support and address resource allocation concerns.

# Section 5: Outreach & Evangelism Analysis

5.1 Overview

Wesley Memorial's outreach ministries represent a critical intersection between the congregation's spiritual calling and community impact. This analysis reveals strong congregational confidence in current effectiveness paired with clear directional preferences for future expansion. The data demonstrates particularly robust support for family-focused ministries while highlighting generational differences in both awareness and strategic priorities.

5.2 Current Outreach Effectiveness Perceptions

Respondents were asked about their perceptions of how effective the current outreach efforts are, especially if these efforts are in alignment with the stated mission of the church. The summary of these responses is found below.

WMMC's outreach efforts are effectively serving the needs of the local High Point community.

Response	Count	Percentage
Strongly Agree	104	26.7%
Agree	256	65.5%
Total Positive	**340**	**92.2%**
Disagree	29	7.4%
Strongly Disagree	2	0.5%
Total Negative	**31**	**7.9%**
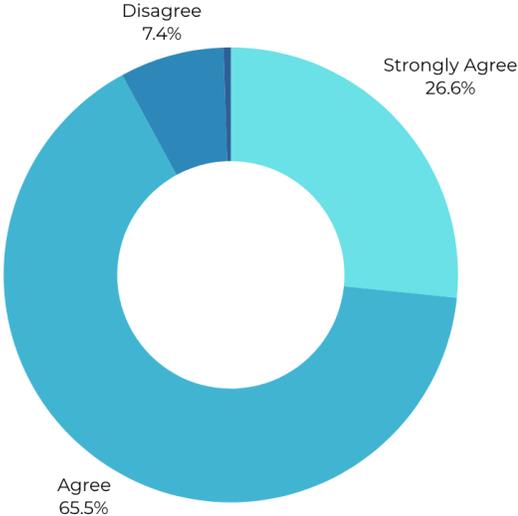
The congregation expresses overwhelming confidence in Wesley Memorial's local community impact, with 92.1% of respondents agreeing that the church's outreach efforts effectively serve High Point's needs. This remarkable consensus includes 26.7% who strongly agree and 65.5% who agree, while only 7.9% express disagreement.

This high effectiveness rating reflects positively on current ministry leadership and program design. The near-universal approval suggests that Wesley Memorial has successfully established meaningful community connections and is delivering tangible value to those it serves. Such strong congregational confidence provides a solid foundation for strategic expansion of outreach initiatives.

5.3 Strategic Outreach Focus Preferences

When examining future outreach priorities, congregation members demonstrate clear preferences that reveal both missional values and strategic thinking. Support for vulnerable children and families emerges as the top priority at 61.8%, followed closely by evangelism and church growth initiatives at 52.9%. These dual emphases suggest a congregation seeking both compassionate service and sustainable growth.

Which types of outreach should WMMC prioritize most? (Choose up to 2)

Outreach Type	Percentage	Count
Vulnerable children/families	61.8%	243
Evangelism/church growth	52.9%	208
Partnerships w/ schools/nonprofits	24.2%	95
Materially poor	22.7%	89
Short-term mission trips	12.5%	49
Missionary support	8.7%	34
Other	3.1%	12
Total Responses		**393**
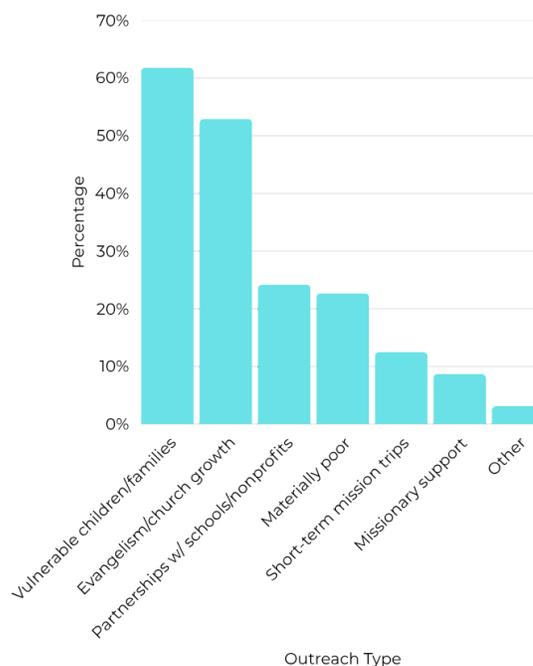
Age-based analysis reveals remarkable convergence across all generational lines regarding the top two outreach priorities. Both vulnerable children/families support and evangelism/church growth consistently rank as the first and second priorities across every age demographic, demonstrating truly unified congregational values that transcend generational differences.

Age Group	Sample Size	Vulnerable Children/Families	Evangelism/Church Growth
Under 18	4	75.0% (3)	50.0% (2)
18-29 years	2	100.0% (2)	50.0% (1)
30-44 years	44	63.6% (28)	50.0% (22)
45-59 years	58	60.3% (35)	50.0% (29)
60-74 years	141	63.8% (90)	56.0% (79)
75+ years	144	59.0% (85)	52.1% (75)

This consistent ranking across age groups suggests that Wesley Memorial's congregation shares a unified vision for outreach that balances compassionate service to vulnerable populations with strategic church growth initiatives. The fact that no age group deviates from this priority order indicates deep congregational alignment on missional direction.

Secondary priorities show more variation by age, with older adults (75+) expressing notably higher interest in supporting the materially poor (26.4%) compared to middle-aged members (45-59 years at 17.2%). International missions receive more modest support across all groups, with short-term mission trips garnering 12.5% and ongoing missionary support 8.7% overall.

5.4 Congregational Awareness of Outreach Ministries
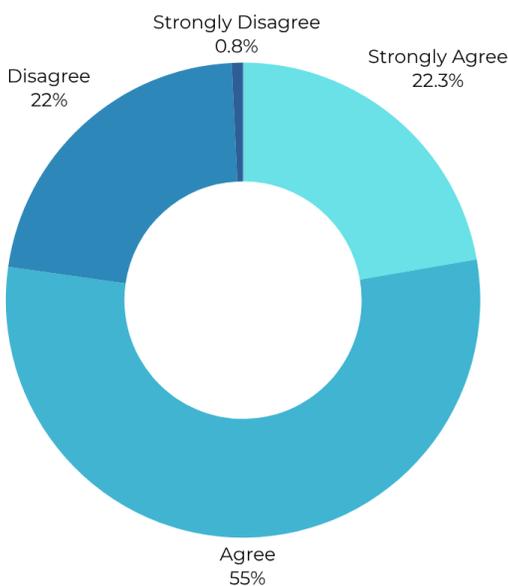
Q41. I feel personally informed about the outreach programs WMMC supports.

Despite strong confidence in outreach effectiveness, congregational awareness of specific programs reveals significant room for improvement. Only 78% of members feel adequately informed about Wesley Memorial's outreach initiatives, with 22.2% strongly agreeing and 55.0% simply agreeing they are well-informed. Notably, 22.8% indicate they lack sufficient awareness of current programs.

This awareness gap represents both a challenge and an opportunity. While members trust the effectiveness of outreach efforts, many desire better communication about specific programs, funding needs, and participation opportunities.

Age-Related Awareness Patterns

Younger adults demonstrate the highest confidence in their outreach awareness, with both under-18 and 18-29 age groups showing 50% strong agreement rates. However, these represent very small sample sizes and may reflect limited exposure rather than comprehensive knowledge.

Age Group	Strongly Agree	Agree	Disagree	Strongly Disagree
Under 18	50.0% (2)	25.0% (1)	25.0% (1)	0.0% (0)
18-29 years	50.0% (1)	50.0% (1)	0.0% (0)	0.0% (0)
30-44 years	38.6% (17)	38.6% (17)	22.7% (10)	0.0% (0)
45-59 years	20.0% (12)	60.0% (36)	20.0% (12)	0.0% (0)
60-74 years	22.0% (31)	57.5% (81)	20.6% (29)	0.0% (0)
75+ years	17.1% (24)	56.4% (79)	26.4% (37)	0.1% (1)

Total	22.2% (87)	55.0% (215)	22.8% (89)	0.8% (3)

This pattern suggests that middle-aged members, often the most actively involved in church leadership and committees, possess the strongest awareness of outreach details. The relatively consistent "agree" percentages across older age groups indicate broad basic awareness, but opportunities exist to deepen understanding across all demographics.

Comments from respondents illuminate specific communication challenges, with several noting that information exists but could be more prominently featured in worship services or through visual displays. Others acknowledge personal responsibility for staying informed while recognizing that passive communication methods may not reach all congregation members effectively.

5.5 Future Outreach Engagement Readiness

The congregation demonstrates strong willingness to actively participate in outreach ministries, with 61.9% expressing readiness to serve and 38.1% indicating they would not participate. This nearly two-thirds positive response rate suggests substantial volunteer capacity for expanding outreach initiatives.

The 38% who indicated unwillingness to serve likely reflects realistic self-assessment regarding time, ability, or calling rather than lack of support for outreach missions. This honest feedback enables more accurate planning for volunteer-dependent programs.

Would you be willing to serve in a WMMC outreach ministry?

Response	Percentage	Count
Yes, willing to serve	61.9%	243
No, not willing to serve	38.1%	150
Total	100.0%	393

No, not willing to serve 38.1%

Yes, willing to serve 61.9%
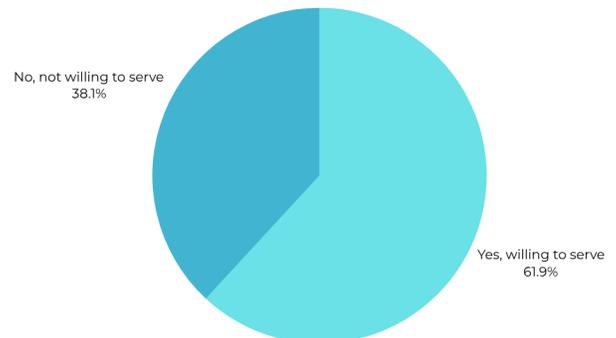
Perceived Barriers to Service

Analysis of optional comments from Question 48 reveals several recurring themes that reveal the key barriers to participation in service opportunities. Three key barriers emerged as the most common, and will require their own strategic response.

First, time flexibility emerges as a critical factor, with numerous comments indicating willingness to serve if opportunities accommodate varying schedules and commitment levels. This suggests value in

developing both ongoing volunteer roles and service opportunities at times that align with people who work full-time.

The second common barrier is age. Many respondents feel that they are unable to serve anymore due to their advanced age. While it is certainly true that many service opportunities would be too difficult or dangerous for seniors, the outreach team may be able to develop service opportunities that leverage the experience of the senior population without putting them at risk. These need to be communicated in a way that both honors the age and experience of seniors while mitigating the healthy risks or energy demands

The final barrier is childcare. While time constraints affect people of all ages, the need for childcare is acute for a smaller subset. Therefore, if the group would like to increase participation that the outreach team must consider both time constraints and making child-care available. Alternatively, the team could develop opportunities for children and parents to serve together..

The volunteer readiness data, combined with strong effectiveness ratings and clear strategic preferences, positions Wesley Memorial favorably for expanding outreach ministries that emphasize vulnerable children and families while maintaining growth-oriented evangelistic components. Success will likely depend on improving communication about existing programs and developing flexible participation opportunities that accommodate diverse congregational demographics and availability patterns.

5.6 Open-Ended Questions Analysis

Q46: Are there outreach programs we currently support that should be reconsidered or discontinued?

Q47: What new outreach efforts would you like to see WMMC pursue?

Q48: What barriers prevent more people from serving in outreach at WMMC?

Responses to current outreach evaluation reveal general satisfaction with existing programs, with most comments emphasizing the need for better communication about current efforts rather than discontinuation of any particular ministry. When specific concerns arise, they typically focus on ensuring accountability and measurable impact rather than philosophical disagreement with program direction. The few suggestions for reconsideration center on programs that may have outlived their effectiveness or duplicate services available elsewhere in the community, indicating that members think strategically about resource allocation and community partnership opportunities.

New outreach suggestions consistently emphasize local community engagement, particularly programs serving vulnerable children and families, which aligns perfectly with the quantitative priority rankings. Comments frequently mention specific community needs such as food insecurity, educational support, and crisis assistance, alongside desires for partnership with local schools and nonprofits. Regarding barriers to service participation, three primary themes emerge with striking consistency: time flexibility challenges for working adults, age-related limitations for seniors who desire to serve but face physical constraints, and childcare needs for families with young children. Many respondents express genuine desire to serve but cite practical obstacles, suggesting that addressing logistical barriers could significantly increase volunteer participation. The barrier analysis indicates that resistance to outreach service stems primarily from practical constraints rather than lack of motivation, presenting clear opportunities for strategic program development that accommodates diverse availability patterns and physical capabilities.

5.7 Strategic Priorities and Implications

The outreach analysis reveals several critical strategic opportunities that should inform Wesley Memorial's ministry planning and resource allocation. The convergence of high effectiveness ratings, clear priority consensus, and substantial volunteer capacity creates an optimal environment for strategic expansion.

Unified Priority Foundation: The remarkable consistency of vulnerable children/families and evangelism/church growth as top priorities across all age demographics provides an exceptionally strong foundation for strategic planning. This level of congregational alignment is rare and should be leveraged to build comprehensive programs that integrate both compassionate service and growth initiatives.

Communication Infrastructure Enhancement: The awareness gap represents both a challenge and an opportunity. While members trust outreach effectiveness, many desire better program visibility. Strategic recommendations include enhanced worship service integration of outreach updates, visual displays in high-traffic areas, and development of skills-based volunteer matching systems that connect member capabilities with ministry needs.

Volunteer Capacity Optimization: With 62% of the congregation willing to serve, Wesley Memorial possesses substantial human capital for expansion. The emphasis on time flexibility in optional comments suggests value in developing both ongoing volunteer roles and episodic service opportunities that accommodate varying schedules and commitment levels..

# Section 6: Campus & Infrastructure Analysis

6.1 Overview

WMMC's campus and infrastructure assessment reveals a congregation generally satisfied with current facilities while identifying strategic priorities for enhancement that serve both accessibility needs and ministry growth potential. The analysis shows strong campus safety satisfaction alongside clear preferences for capital investment priorities that balance practical needs with mission advancement opportunities.

6.2 Campus Welcoming Environment Assessment

The congregation's evaluation of WMMC's physical campus as welcoming demonstrates general satisfaction with current facilities while highlighting opportunities for enhanced accessibility and visitor experience improvements.

WMMC's physical campus is welcoming and supports the needs of the church's ministries.

Welcoming Assessment	Count	Percentage
Strongly agree	175	44.4%
Agree	196	49.8%
Total Positive	**371**	**94.2%**
Disagree	23	5.8%
Strongly Disagree	0	0.0%
Total Negative	**23**	**5.8%**
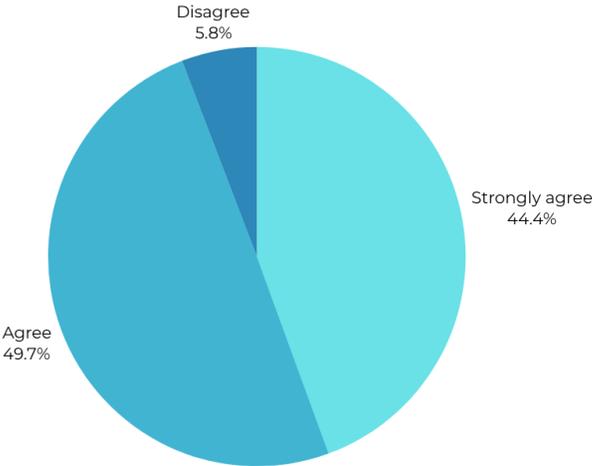
The positive campus welcoming assessment (Q49) indicates that WMMC has successfully created physical environments that feel inviting and accessible to current members while providing a solid foundation for strategic enhancements. Member feedback reveals particular appreciation for facility cleanliness that reflects care and attention to detail, as well as the iconic nature of the facility.

The minority seeking improvements represent members with constructive suggestions such as improved directional signage and some accessibility needs. There is a consensus that the campus can be confusing, especially for newcomers. Members find the campus to be adequate but may benefit from enhanced accessibility features, improved signage and wayfinding, or facility updates that help

maintain the campus.

6.3 Campus Safety and Security Evaluation

WMMC's campus safety receives exceptional congregational endorsement, indicating successful security measures and facility management that create comfortable environments for worship, ministry activities, and community events.

I feel safe and secure while on the WMMC campus.

Safety Assessment	Count	Percentage
Strongly agree	267	60.0%
Agree	156	35.1%
Total Safe	**423**	**95.1%**
Neutral	15	3.4%
Disagree	7	1.6%
Total Concerns	**22**	**4.9%**
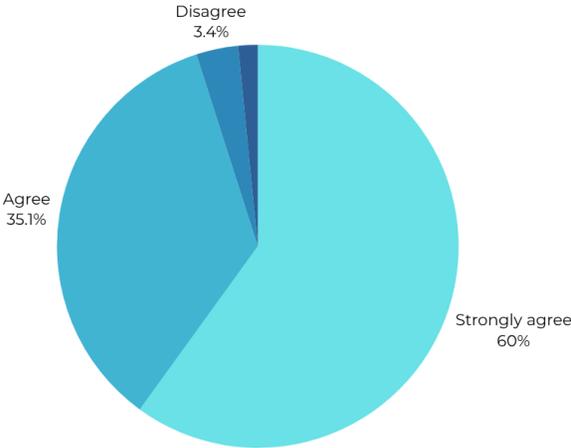
The high safety satisfaction (Q50) represents exceptional achievement that exceeds most facility benchmarks and provides tremendous foundation for expanded programming, extended facility hours, and community outreach activities. Member feedback consistently praises security measures, well-maintained facilities, adequate lighting throughout campus areas, and responsive maintenance that addresses safety concerns promptly. Several members note feeling comfortable attending evening events and early morning activities.

The minimal safety concerns (Q50) likely represent specific lighting, parking, or accessibility issues rather than fundamental security problems, suggesting that targeted improvements could achieve near-universal safety satisfaction. Member feedback from this small group often focuses on practical concerns such as parking lot lighting, walking path maintenance, and entrance security during evening events.

This outstanding safety foundation provides confidence for expanded community programming, facility rentals, and outreach activities that require safe, secure environments for diverse community participation.

6.4 Capital Campaign Project Priorities

Congregational preferences for potential capital campaign projects interestingly showed a plurality of support in key areas, but a wide variety of secondary priorities. The full ranking of capital projects are listed below.

Which areas of the campus are most in need of renovation or improvement?

Capital Project Priority	Count	Percentage
Exterior Renovations	153	39.8%
Classrooms/Education Space	108	28.1%
Children's/Youth Space	97	25.3%
Fellowship Gathering Areas	76	19.8%
Kitchen/Food Service	72	18.8%
Worship Spaces	70	18.2%
Outdoor Gathering/Play Spaces	62	16.2%
Security/Access Control	50	13.0%
Parking & Accessibility	45	11.7%
Landscaping	44	11.5%
Other	69	18.0%

Note that since respondents were able to select up to 3 options, the percentages do not equal 100%.

A clear plurality of respondents felt that there are key exterior renovations that are critical investments for the church. These respondents feel a deep sense of obligation to maintain the current campus and ensure that it remains in good condition for years to come. Therefore, the perception is that investments in the roof, windows, and other exterior components–while not flashy–are vital to the church.

Beyond the exterior renovations, there was a groundswell of support for next gen and Christian education space renovations. Like with the exterior renovations, this is placing a priority on enhancing what exists, taking care of the campus, and setting it up for the future–both in regards to creating educational space for young people and for adults.
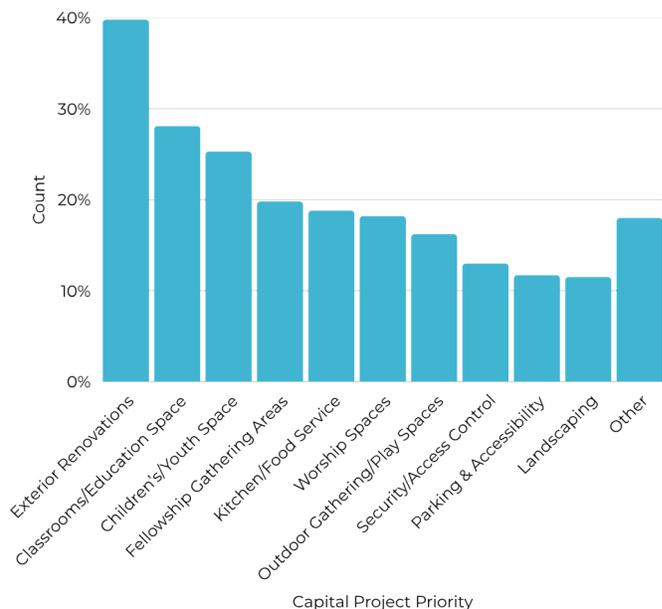
After this, the support drops for any one particular project. It seems likely that any of these other options could have some support, but wouldn't be received by the congregation as essential.

Capital Project Preferences by Age Demographics

Cross-tabulation analysis reveals some broad alignment across generations on certain key priorities. However, some generational gaps exist which highlight varying needs and priorities. Note that the lowest age categories were omitted because there were too few responses to be statistically significant.

Age Group	Focus Area 1	Focus Area 2	Focus Area 3
75+	Exterior Renovations (45.3%)	Kids/Youth Spaces (20.9%)	Classrooms/ Education Space (19.4%)
60-74	Exterior Renovations (36.8%)	Classrooms/ Education Space (29.4%)	Kids/Youth Spaces (22.8%)
45-59	Exterior Renovations (46.7%)	Classrooms/ Education Space (30.0%)	Kids/Youth Spaces (28.3%)
30-44	Classrooms/ Education Space (48.8%)	Kids/Youth Spaces (39.5%)	Worship Spaces (32.6%)

Across all age groups, but to varying degrees of support, respondents acknowledge a need to renovate Christian Education spaces–whether for classrooms or for kids and youth ministry. Any capital projects that focus on improving these areas are likely to receive broad support from the congregation.

The key generational differentiator is that the older demographics placed a higher priority on exterior renovations than the 30-44 demographic. These changes ranked 5th (25.6% placed this in their top priorities) among the options. In fact, Outdoor Gathering/Place Spaces ranked higher at 30.2%.

Moreover, the third-place Worship Spaces priority showed a wide disparity in priority between the younger and oldest generations (33% for age 30-44 vs. 12% for age 75+). This is likely due to the fact that the contemporary service, dominated by the younger age group, is over-full and in need of increased capacity. As covered in Section 4, the top-rated solution to managing growth in this service is renovating the existing space to accommodate more people.

Therefore, a capital campaign focused on these four areas would likely receive broad support. However, as previously mentioned, it will be critical that the leadership explain the needs of the contemporary service and the vision and mission alignment of any capital expenditure on expanding capacity in the fellowship hall.
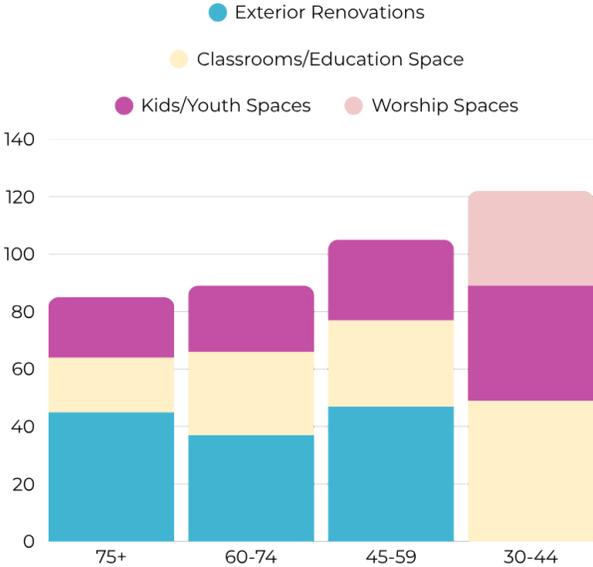
6.5 New Construction vs. Renovation

Respondents were asked to select which "new construction" project they would support if added to a capital campaign, or if they would prefer renovating existing facilities. Even when looking at the cross-tabs, the results were nearly consistent across all age groups, with one exception.

If WMMC were to pursue one new construction project in a capital campaign, it should be:

Capital Campaign Preference	Count	Percentage
New Senior Adult Center	32	8.3%
New Wesley Memorial School	42	10.8%
New Contemporary Worship Center	61	15.8%
Renovate Existing Campus	212	54.8%
Other	40	10.3%

The vast majority of respondents, including those who selected "Other" expressed a desire to simply maintain and care for the existing facility. This was not limited to any particular demographic. Across all groups, this is the predominant opinion.

The sole exception is that 44% of the 30-44 demographic expressed interest in a new contemporary worship center. This is an equal number to those in this demographic that preferred renovating the existing building. Additionally, several respondents (a plurality, but not a majority) of people who selected the "Other" option mentioned that they would prefer a recreation or welcome/gathering facility that doubles as a contemporary worship center.

Based on the other questions and analysis, the team should conduct a feasibility study on how the existing footprint could be modified to accommodate growth in the contemporary service versus the benefit/cost of constructing a new facility. However, this team should also note that the clear majority of respondents and potential capital campaign participants would prefer renovations rather than new construction.

6.6 Renovation/Construction Considerations

Respondents were asked to rank what was most important to them when pursuing any kind of renovation or construction project among Cost, Environmental Concerns, and Aesthetics. The results were consistent across demographics.

	Ranked First	Ranked Second	Ranked Third
Cost	51.7%	32.6%	15.7%
Architectural/Aesthetic continuity	37.9%	33.4%	28.7%
Energy efficiency	10.3%	33.9%	55.7%

In looking at the rankings of these three priorities, there was no statistically significant difference between demographics, and there was a clear winner and loser. Cost, by far, is the greatest concern of the respondents, accounting for 52% of top votes and 33% of second-place votes. Conversely, 56% of respondents placed energy efficiency in the third place, making it by far the least important focus area for any capital project.
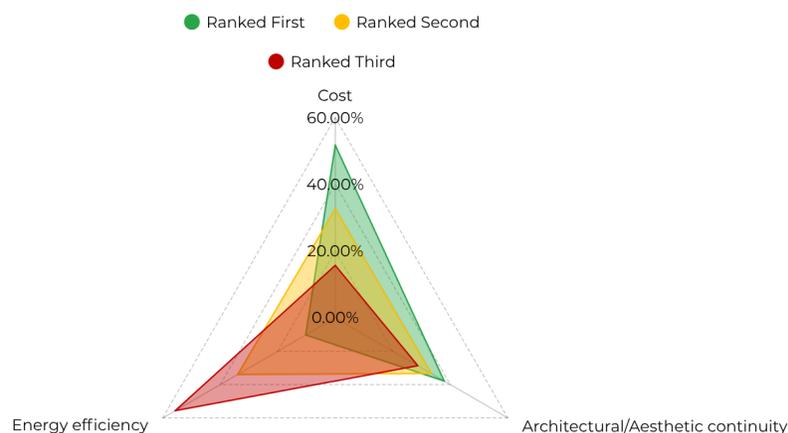
This places aesthetic continuity firmly in the middle. It received the second-most first place votes, but the respondents were almost evenly divided about how important this should be in construction projects. Interestingly, there was not a groundswell of focus on this issue among the older respondents. Cost, not aesthetics, mattered most to all age groups. However, aesthetics were not ranked as unimportant. If anything, respondents seem to coalesce around the idea that while cost should drive the project, some energy efficiency could be sacrificed to preserve the aesthetic continuity of the campus.

6.7 Open-Ended Questions Analysis

Q54: What specific changes to the WMMC campus would best support the development of new ministries?

Q55: What would an ideal WMMC campus look like in 10 years?

Q56: Do you have concerns about campus accessibility for guests, young families, seniors, or people with disabilities?

Campus enhancement suggestions focus overwhelmingly on maximizing existing space rather than major expansion, with respondents prioritizing flexible, multi-purpose areas that can accommodate varying group sizes and activities. Comments consistently emphasize the need for improved technology infrastructure, enhanced childcare facilities, and better utilization of underused spaces, particularly for small group meetings and youth activities. Many responses highlight the desire for outdoor gathering spaces and improved connectivity between buildings, suggesting that members envision campus improvements that encourage both formal and informal fellowship opportunities.

The 10-year vision responses reveal a congregation that values both preservation and strategic enhancement, with members hoping to maintain the campus's aesthetic character while improving functionality and accessibility. Accessibility concerns are substantial and specific, with detailed comments about parking challenges for seniors, navigation difficulties for first-time visitors, and the need for better signage and wayfinding systems. Respondents frequently mention specific areas where accessibility improvements would have immediate impact, including entrance modifications, restroom upgrades, and hearing assistance systems. The accessibility feedback indicates that while current

campus safety satisfaction is high, members recognize significant opportunities to remove barriers that prevent full participation by guests, seniors, and people with disabilities. These comments suggest that accessibility investments would be viewed not as luxury improvements but as essential enhancements that align with the church's welcoming mission and serve the demographic realities of the congregation.

6.8 Strategic Priorities and Implications

The campus analysis reveals strategic considerations for comprehensive facility development that serves current congregation needs while positioning WMMC for ministry growth and community service expansion.

Maintaining and Enhancing the Current Campus emerges as the overwhelming priority across multiple questions and all demographics. There is not a significant appetite to expand the campus. The congregation broadly wants the church to maintain its current footprint and make key enhancements and investments in optimizing the facility.

Targeted Expansion Must Be Communicated Clearly. Despite the fact that there is a clear preference for renovation over expansion, leadership may be able to pursue certain, key expansions if they align with the priorities of the church and if the cost/benefit analysis reveals that it would be cheaper and more effective to build new expansions rather than invest in complex renovations. A facilities expert should conduct such an analysis before any firm plan is brought before the congregation.

Inaction Is Not an Option. While respondents clearly placed cost above any other consideration, the congregation does not seem opposed to investment in the facility. In fact, the comments and tenor of the responses suggest that inaction is not an option. Most people see clear needs for improvement on the campus, and would broadly support an investment in the facility. They may even be disappointed if the church makes no commitments to facility improvements as a result of this process.

# Section 7: Administration & Leadership Analysis

7.1 Overview

WMMC's administration and leadership evaluation reveals exceptional strength in staff performance and communication systems while highlighting important strategic considerations around succession planning and denominational affiliation. The congregation demonstrates high confidence in current administrative effectiveness alongside thoughtful perspectives on future organizational development needs.

7.2 Communication Systems Effectiveness

The congregation's assessment of WMMC's communication systems demonstrates exceptional satisfaction with current information delivery while providing foundation for enhanced digital communication and member engagement strategies.

Communication from the church (bulletins, emails, newsletters, announcements) is clear, complete, and timely.

Communication Assessment	Count	Percentage
Strongly agree	212	54.9%
Agree	152	39.4%
Total Positive	**364**	**94.3%**
Disagree	19	4.9%
Strongly disagree	3	0.8%
Total Negative	**22**	**5.7%**
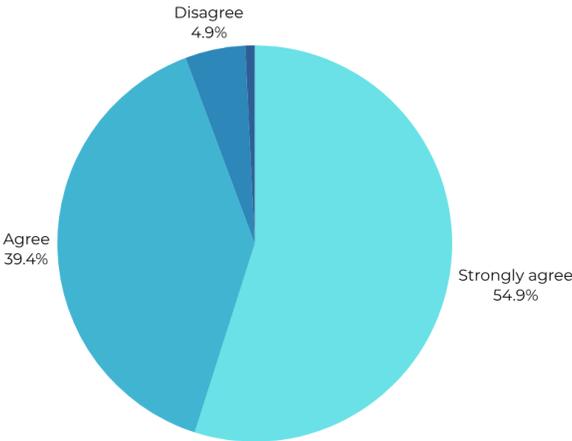
The 94% positive communication assessment indicates that WMMC has successfully developed information systems that keep members informed about church activities, ministry opportunities, and organizational developments. The high "strongly agree" rate suggests a clear majority of people appreciate both the content quality and delivery methods.

The minimal 6% seeking communication improvements reflect some sense that while it's good, some people just don't engage or read the communication. There were a few notes about occasionally seeing "old news" in the Wesley Weekly, but the broad consensus is that the church does a good job delivering information to the congregation through a variety of methods.

This exceptional communication foundation provides tremendous advantage for implementing strategic initiatives, capital campaigns, and organizational changes that require clear, consistent member information and engagement. Member comments consistently praise the pastoral team's transparency and the office staff's responsiveness, creating strong trust foundation for complex organizational communications.

7.3 Staff Performance and Service Quality

WMMC's staff evaluation receives outstanding congregational endorsement, indicating exceptional professional performance that supports ministry effectiveness and member satisfaction across all areas of church operation.

The church staff and office are welcoming and helpful when contacted.

Staff Assessment	Count	Percentage
Strongly agree	243	62.8%
Agree	137	35.4%
Total Positive	**380**	**98.2%**
Disagree	5	1.3%
Strongly disagree	2	0.5%
Total Negative	**7**	**1.8%**
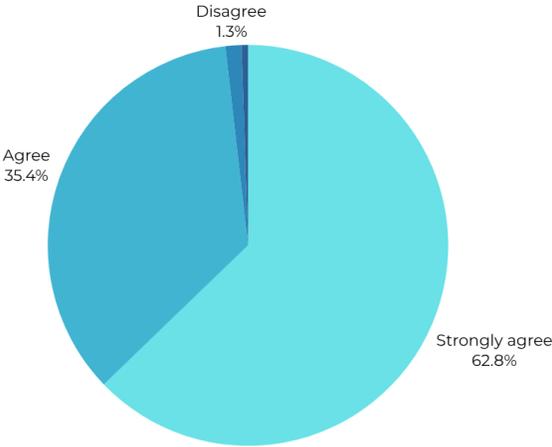
The 98% positive staff assessment (Q58) represents exceptional achievement that validates quality hiring and a dedicated focus on serving the church well. This is one of the highest-rated areas across the whole survey, and is a testament to the hard work and dedication of the staff.

The minimal 2% dissatisfaction seemed to center around one recurring theme of having difficulty speaking with someone at the front desk during the week. Multiple commenters recommended that the church consider hiring an employee whose sole job is to be at the front desk and answer questions. While there was appreciation for the volunteers who staff this role, there is a sense that the volunteers often can't answer questions fully, which creates frustration. This is a singular issue, and not a reflection of a systemic problem with the staff.

Overall, the assessment of the staff is exceptional, and the team should be commended.

7.4 Digital Infrastructure and Technology Systems

The congregation's evaluation of website and online platforms reveals general satisfaction with digital infrastructure while highlighting opportunities for enhanced technology integration that serves diverse member preferences and accessibility needs.

 The church website and online platforms are easy to navigate and provide the information I need.

Website/Online Platform Assessment	Count	Percentage
Strongly Agree	125	32.3%
Agree	217	56.1%
Total Positive	**342**	**88.4%**
Disagree	40	10.3%
Strongly disagree	5	1.3%
Total Negative	**45**	**11.6%**

The 88% digital satisfaction indicates that WMMC has successfully implemented foundational technology infrastructure while revealing significant opportunity for enhanced digital systems that could improve member engagement and accessibility. When it comes to the church's digital strategy, there is clear support but not without its caveats–as indicated by the larger "Agree" vs "Strongly Agree" responses.
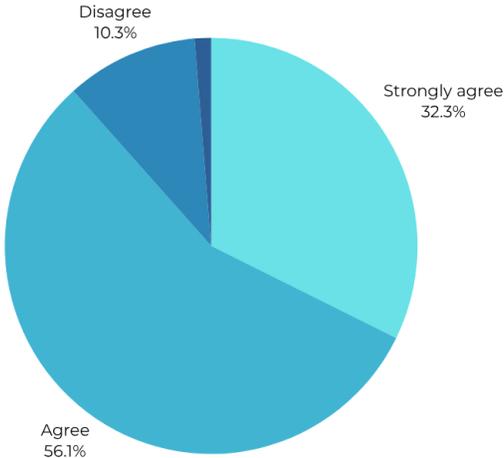
The 12% seeking digital improvements represents a minority but significant contingent. In fact, their comments and responses likely account for the downgrades from "Strongly Agree" to "Agree." Namely, there is a sense that the website could be improved. Comments indicate that the website can be difficult to navigate, can become out of date, and is overwhelming.

Best practices suggest that websites should be as streamlined as possible–centralizing "static" information in places that are easy to navigate and intuitive to find, and limiting the "dynamic" components so that the site doesn't fall out of date. Managing expectations for the website is important, and it's critical to accept that it's unlikely that any digital strategy will make everyone happy. However, our team's own cursory review of the website identifies certain key opportunities for improvement that suggest that an update may be appropriate.

Online Directory Implementation Support

The congregation's perspective on transitioning from printed to password-protected online directory reveals strong support for digital communication enhancement while accommodating member preferences for information access methods.

I support the use of a password-protected online directory for WMMC members instead of a printed directory.

Directory Format Preference	Count	Percentage
Prefer online directory (Q60: Strongly Agree/Agree)	271	71.5%
Prefer Printed Directory (Q60: Disagree/Strongly Disagree)	108	28.5%

The 72% support for online directory implementation provides clear permission for digital transition that enhances information accessibility while reducing printing costs and improving information currency. It's important to note that those who oppose moving to an exclusively digital online directory may be highly vocal, but would not be representative of the whole congregation.
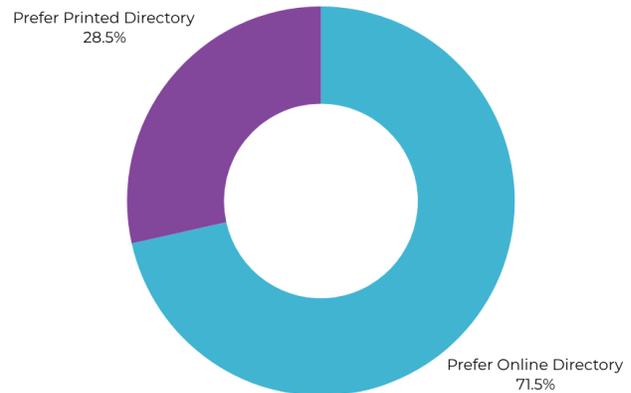
The majority of the comments were in loud support for a paper picture directory, as new technology can be hard for older adults. Some of the comments suggested that the church should support both. Ultimately, this is a question that should be resolved pastorally and practically. First, what are the costs associated with the digital directory and paper directory. What financial and time costs are associated with maintaining both. Then, are the challenges that moving to an all-digital format will present to nearly 30% of the congregation worth the cost savings.

Prefer Printed Directory 28.5%

Prefer Online Directory 71.5%

In the end, it may be decided that it's still worth it to move to digital-only in the expectation that individuals will adjust and that this obstacle will naturally become less challenging over time. Or, the church may decide that a cross-over period of a certain number of years is necessary to create a pace of change that is acceptable

7.5 Succession Planning and Leadership Development

WMMC's approach to succession planning receives overwhelming congregational support, indicating recognition of leadership transition importance and confidence in strategic planning for future pastoral and staff leadership continuity.

WMMC should develop a clear succession plan for future pastoral leadership and key staff roles.

Disagree 3.1%

Agree 41%

Strongly agree 55.1%

Succession Planning Support	Count	Percentage
Strongly agree	212	55.1%
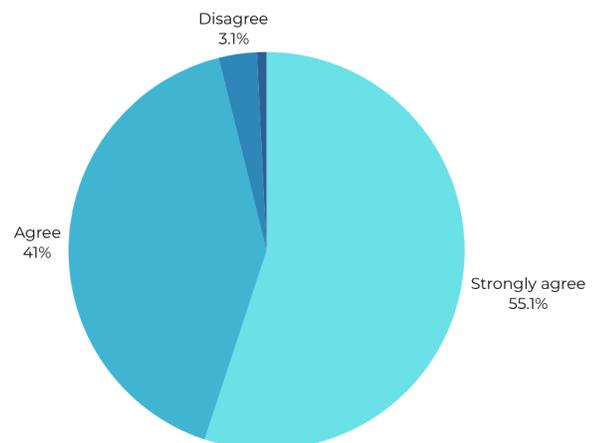
Agree	158	41.0%
Total Support	**370**	**96.1%**
Disagree	12	3.1%
Strongly disagree	3	0.8%
Total Concerns	**15**	**3.4%**

The overwhelming succession planning support (Q62) reflects sophisticated organizational thinking, with member comments revealing deep appreciation for current pastoral leadership alongside recognition of transition inevitability. Feedback emphasizes desires for gradual transition processes that maintain ministry continuity while providing opportunities for leadership development. Several members express specific interest in mentorship programs that prepare emerging leaders across multiple ministry areas, not just pastoral roles.

Member insights reveal particular concern about preserving WMMC's collaborative leadership culture during transitions, with suggestions for comprehensive succession planning that includes both paid staff and key volunteer leadership positions. Comments consistently emphasize the importance of maintaining the church's welcoming culture and mission focus throughout any leadership changes.

This overwhelming succession planning support provides a tremendous foundation for implementing leadership development programs, pastoral transition preparation, and staff succession strategies that ensure WMMC's continued effectiveness and stability.

7.6 Denominational Affiliation Discernment

I believe WMMC should enter a formal period of discernment (including educational correspondence and informational town-hall meetings) to determine whether or not we should affiliate with a new denomination.

The congregation's perspective on denominational affiliation discernment reveals significant division that requires careful navigation while highlighting the importance of comprehensive educational processes and inclusive decision-making approaches. The question was intentionally designed to gauge interest in the discernment process, not forcing a decision on supporting a particular denomination. Even with this caveat embedded in the question, the respondents' support for a discernment process was far from enthusiastic.
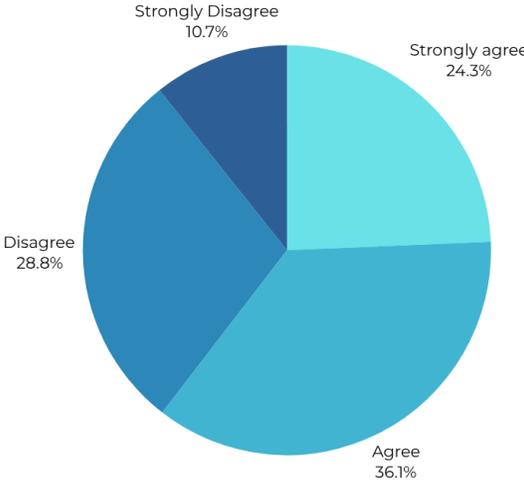
Below, you'll find the overall support levels, followed by relevant cross-tabulations to better understand the breakdown of support for a denomination discernment process.

Discernment Support	Count	Percentage
Strong Support	93	24.3%
Support	138	36.1%
Total Support	**231**	**60.4%**
Oppose	110	28.8%
Strongly Oppose	41	10.7%
Total Oppose	**151**	**39.5%**

Denominational Discernment by Attendance Tenure

Tenure	Strongly Support	Support	Total Support	Oppose	Strongly Oppose	Total Oppose	Demographic % of Respondents
Q1: Less than 1 year	8.7% (2)	30.4% (7)	**39.1%**	39.1% (9)	21.7% (5)	**60.8%**	**6%**
Q1: 1–5 years	26.1% (36)	37.7% (52)	**63.8%**	29.7% (41)	6.5% (9)	**36.2%**	**37%**
Q1: 6–10 years	17.9% (5)	50.0% (14)	**67.9%**	14.3% (4)	17.9% (5)	**32.1%**	**8%**
Q1: More than 10 years	26.2% (49)	32.6% (61)	**58.8%**	29.4% (55)	11.8% (22)	**41.2%**	**50%**

Denominational Discernment by Age

Age	Strongly Support	Support	Total Support	Oppose	Strongly Oppose	Total Oppose	Demo % of Respondents
Under 18	0%	50% (2)	50%	50% (2)	0%	50%	**1%**
18-29	50% (1)	0%	50%	0%	50% (1)	50%	**.5%**
30-44	25.6% (11)	37.2% (16)	**62.8%**	23.3% (10)	14.0% (6)	**37.3%**	**11%**
45-59	21.7% (13)	38.3% (23)	**60%**	28.3% (17)	11.7% (7)	**40%**	**16%**
60-74	29.4% (40)	33.1% (45)	**62.5%**	27.9% (38)	9.6% (13)	**37.5%**	**36%**
75+	20.4% (28)	38.0% (52)	**58.4%**	31.4% (43)	10.2% (14)	**41.6%**	**36%**

Note that the Under 18 and 18-29 respondents lack statistical significance due to too few responses.

Denominational Discernment by Service Preference

Service Preference	Strongly Support	Support	Total Support	Oppose	Strongly Oppose	Total Oppose	Demo % of Respondents
8:30 a.m. Traditional	20.8% (11)	37.7% (20)	**58.5%**	24.5% (13)	17.0% (9)	**41.5%**	15%
9:30 a.m. Contemporary	24.3% (44)	38.7% (70)	**63%**	27.6% (50)	9.4% (17)	**37.0%**	50%
11:00 a.m. Traditional	25.0% (52)	32.7% (68)	**57.7%**	32.7% (68)	9.6% (20)	**42.3%**	57%

When examining support for a discernment process for joining a new denomination, there is a surprising amount of parity across all demographics and cross-tabulations. Regardless of how you examine the data, there is a clear 60/40 split in support of an intentional discernment process. The sole exception to this pattern is among those who are newest to the church. While this sub-group only represented 6% of the respondents to this question, their views are essentially the inverse of the normal pattern (60/40 opposition).

In examining the comments to provide nuance to this data, two clear patterns of statements emerged through the dozens of comments. The first pattern was a vehement rejection of joining a new denomination. Some of the comments were polite such as "let's give it time" or "let's be autonomous." But other comments were much more forceful–one even said, "I don't have words to sufficiently describe the level of ridiculousness that this reaches." We have declined to directly reference comments throughout this report, but felt it is necessary here because the number of forceful objections was significant.

The second pattern within the comments was one of openness, but not full-throated support. While there were a smattering of comments expressing enthusiastic support for joining a new denomination, the majority were closer to expressing a willingness to discuss and explore.

This data–both objective and subjective–communicate a clear message. Despite the fact that a majority support a discernment process, any attempts to pursue this would likely encounter a strong, vocal resistance. It is our assessment that this would be unwise at this moment. While this might be worth pursuing in the future, a discernment process would likely be unwise in the short-term (1-3 years) as the church desires time to heal and solidify its identity post-disaffiliation.

7.7 Open-Ended Questions Analysis

Q64: What is the single greatest administrative or leadership challenge WMMC needs to address?

Q65: What's one thing WMMC could do to improve internal communication or coordination among staff, committees, and congregation?

The most frequently cited administrative challenge centers on succession planning and leadership development, with respondents expressing both appreciation for current pastoral leadership and concern about transition preparedness across multiple ministry areas. Comments reveal sophisticated understanding of organizational needs, with many members recognizing that effective succession

requires intentional mentorship and leadership pipeline development rather than crisis-driven replacement. A secondary but significant theme involves volunteer coordination and engagement, with respondents noting that while many members express willingness to serve, the church sometimes struggles to effectively match volunteers with appropriate opportunities or provide adequate support and training for service roles.

Communication improvement suggestions focus primarily on streamlining information flow and reducing redundancy, with many comments emphasizing the need for centralized communication systems that prevent important information from being buried in multiple channels. Respondents consistently request better coordination between committees and ministries to avoid scheduling conflicts and duplicated efforts, alongside desires for more strategic communication about long-term plans and decision-making processes. A notable pattern in responses involves appreciation for current communication quality combined with requests for enhanced accessibility and timing, suggesting that members want the same high-quality information delivered through more convenient and user-friendly systems. The communication feedback indicates that while satisfaction with current systems is high, strategic enhancements in organization and delivery could significantly improve member engagement and volunteer coordination effectiveness.

7.7 Strategic Priorities and Implications

The administration and leadership analysis provides a crucial foundation for understanding organizational capacity and readiness for strategic initiatives while identifying key areas requiring careful management and enhanced development.

Staff & Communication Confidence. The analysis reveals exceptional communication and staff performance that provides a strong foundation for capital campaigns, strategic planning processes, and organizational changes requiring administrative excellence and member engagement.

Digital Infrastructure Investment. Intentional upgrades on the website in particular represents an immediate enhancement opportunity that could improve member engagement while supporting the congregation's technology comfort and digital communication preferences).

Leadership Transition Preparation. The leadership team should proceed with confidence in creating a clear succession plan given overwhelming support. The team should engage in proactive development of leadership pipelines, pastoral transition strategies, and staff succession approaches ensuring organizational sustainability.

Denominational Decision-Making Process. Any move towards a discernment process requires careful development that balances the soft support as well as the raw emotions of those who oppose it. If pursuing a discernment process, the church would need to communicate expectations clearly and give plenty of opportunity for education and engagement.

Section 8: Endowments & Generosity Analysis

8.1 Overview

Wesley Memorial's generosity culture demonstrates remarkable strength across multiple dimensions, from current giving patterns to future capital campaign readiness. The congregation exhibits both sophisticated understanding of endowment principles and substantial capacity for increased financial support. This analysis reveals strategic opportunities to enhance stewardship engagement while building upon an already robust foundation of committed givers.

8.2 Current Giving Patterns and Commitment Levels

The congregation demonstrates exceptional commitment to regular financial support, with 72.4% pledging annually and another 17.2% giving regularly without formal pledges. This 89.6% rate of consistent givers represents a remarkably stable foundation for ministry funding and strategic expansion.

Which best describes your financial commitment to the annual ministry of WMMC?

Giving Pattern	Count	Percentage
Pledge annually to support WMMC	284	72.4%
Give regularly without submitting a pledge	67	17.2%
Give occasionally during worship	23	6.0%
Do not currently give	17	4.4%
Total	391	100.0%

The data reveals a congregation with deeply embedded stewardship habits, where nearly nine out of ten members maintain regular giving patterns. The 72.4% pledge rate significantly exceeds typical mainline Protestant benchmarks, indicating both strong institutional commitment and effective stewardship cultivation. The additional 17.2% who give regularly without pledging suggests that actual financial support may exceed pledged commitments, representing conservative budgeting opportunities.
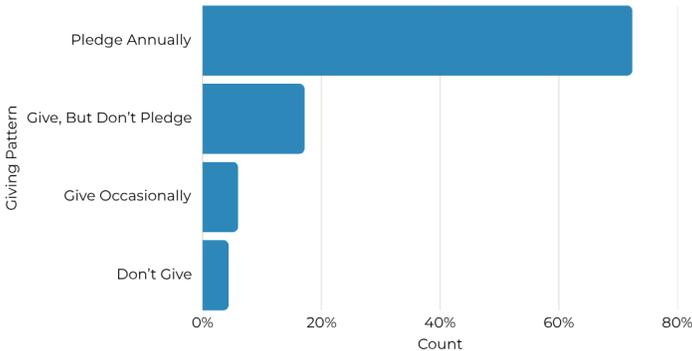
The minimal percentage of non-givers (4.4%) likely reflects new members, students, or those experiencing temporary financial constraints rather than philosophical opposition to financial support. This low rate of non-participation provides substantial runway for stewardship engagement and suggests that giving culture is well-established across the congregation.

8.3 Endowment Understanding and Communication Effectiveness

Congregational understanding of endowment principles shows impressive sophistication, with 89.2% agreeing they understand endowments' role in supporting long-term financial health and ministry. This high comprehension rate includes 32.3% who strongly agree and 57.0% who agree, indicating readiness for advanced stewardship conversations and endowment development initiatives.

I understand the role of endowments in supporting the long-term financial health and ministry of WMMC.

Understanding Level	Count	Percentage
Strongly agree	123	32.3%
Agree	217	57.0%
Total Positive	**340**	**89.3%**
Disagree	37	9.7%
Strongly disagree	4	1.1%
Total Negative	**41**	**10.8%**
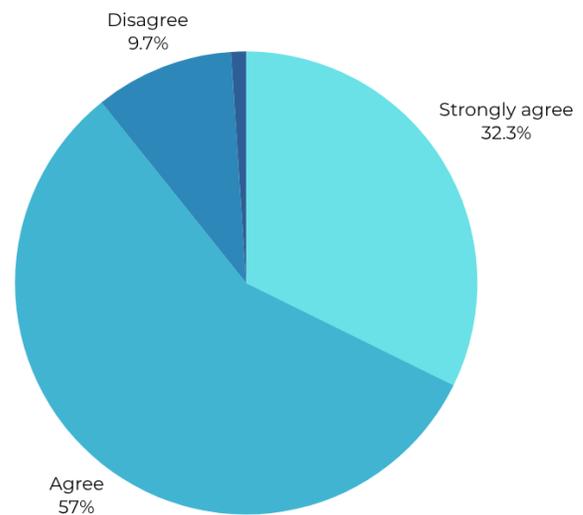
However, communication effectiveness regarding financial gift utilization reveals significant improvement opportunities. While 68.9% agree that Wesley Memorial communicates clearly about financial gift usage, 31.1% express dissatisfaction with current transparency levels. Notably, only 12.5% strongly agree with communication effectiveness, suggesting that even satisfied members see room for enhancement.

WMMC communicates clearly how financial gifts and endowments are used to support its mission.

Communication Clarity	Count	Percentage
Strongly agree	48	12.5%
Agree	216	56.4%
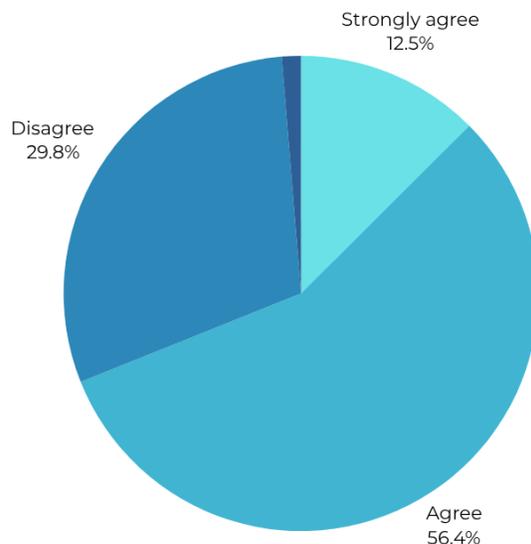
Total Positive	**264**	**68.9%**
Disagree	114	29.8%
Strongly disagree	5	1.3%
Total Negative	**119**	**31.1%**

Service Preference and Communication Clarity

Analysis by service attendance reveals notable differences in communication satisfaction across worship styles. The 11:00 a.m. traditional service shows the highest satisfaction with financial communication (70.0% agree/strongly agree), while the 9:30 a.m. contemporary service shows the lowest satisfaction (63.0% agree/strongly agree). Notably, the 8:30 a.m. traditional service falls in between at 64.1%.

| Service Preference	Strongly Agree	Agree	Disagree	Strongly Disagree
8:30 a.m. Traditional	11.3% (6)	52.8% (28)	35.8% (19)	0.0% (0)
9:30 a.m. Contemporary	17.7% (32)	45.3% (82)	34.8% (63)	2.2% (4)
11:00 a.m. Traditional	10.5% (22)	59.5% (125)	29.5% (62)	0.5% (1)

The 9:30 a.m. contemporary service, despite having the highest percentage of "strongly agree" responses (17.7%), also shows the highest dissatisfaction rate (37.0% disagree/strongly disagree), suggesting more polarized views on communication effectiveness among contemporary worship attendees.

This communication gap represents both a vulnerability and an opportunity. The high endowment understanding combined with communication concerns suggests congregation members possess the sophistication to appreciate detailed financial reporting but are not receiving the transparency they desire. Addressing this gap could unlock additional giving capacity and strengthen institutional trust.

8.4 Capital Campaign and Future Giving Capacity

The congregation demonstrates extraordinary readiness for increased financial commitment, with 84.3% willing to commit to greater financial support as ministries and outreach grow. This includes 14.9% who strongly agree and 69.4% who agree, indicating substantial capacity for operational expansion funding.

As I see WMMC's ministries and outreach grow, I am willing to commit to greater financial support.
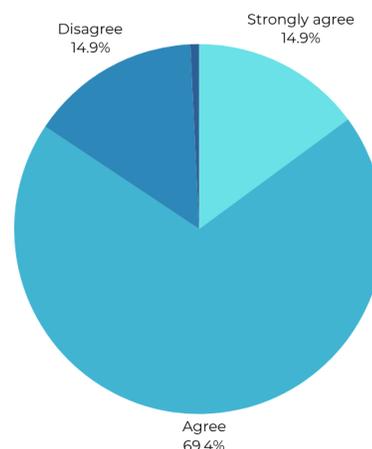
Future Giving Willingness	Count	Percentage
Strongly agree	59	14.9%
Agree	275	69.4%
Total Positive	**334**	**84.3%**
Disagree	59	14.9%
Strongly disagree	3	0.8%
Total Negative	**62**	**15.7%**

Capital campaign support shows even stronger commitment, with 78.1% willing to financially support capital campaigns for new programs and campus changes in addition to their annual giving. This willingness to layer additional capital commitments onto existing operational support indicates exceptional financial capacity and institutional confidence.

If WMMC moves forward with new programs or renovations, are you willing to financially support a capital campaign in addition to your annual giving?

Capital Campaign Support	Percentage	Count
Yes, willing to support	78.1%	304
No, not willing to support	21.9%	85

The combination of 84.3% willing to increase operational giving and 78.1% willing to support capital campaigns suggests Wesley Memorial possesses both the financial capacity and institutional trust necessary for ambitious strategic expansion. These rates significantly exceed typical capital campaign feasibility thresholds and indicate readiness for comprehensive development initiatives.

No, Not Willing to Support
21.9%

Yes, Willing to Support
78.1%
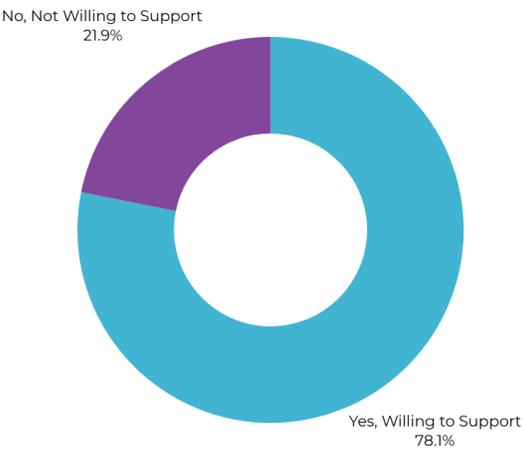
Age-Based Capital Campaign Support Patterns

Capital campaign willingness shows interesting variation across age demographics, with younger adults demonstrating the strongest support and older adults showing more measured enthusiasm. The 18-29 age group shows unanimous support (100%), while the 30-44 group maintains exceptionally high support at 90.7%.

| Age Group	Willing to Support	Not Willing	Sample Size
18-29 years	100.0% (2)	0.0% (0)	2
30-44 years	90.7% (39)	9.3% (4)	43
60-74 years	83.6% (112)	16.4% (22)	134
45-59 years	75.0% (45)	25.0% (15)	60
Under 18	75.0% (3)	25.0% (1)	4
75+ years	69.7% (92)	30.3% (40)	132

The pattern suggests that younger adults, particularly those in prime earning years (30-44), show the highest confidence in capital campaign participation. The 75+ age group, while still showing majority support at 69.7%, demonstrates more conservative enthusiasm, possibly reflecting fixed income considerations or previous capital campaign experiences.

8.5 Giving Motivation and Engagement Preferences

Analysis of giving motivations reveals clear preferences that should inform stewardship communication and engagement strategies. Transparency in budget and endowment use emerges as the top motivator at 68.5%, followed closely by opportunities to give to specific programs or goals at 62.3%.

What would most encourage you (or others you know) to give to Wesley Memorial?

Giving Motivations	Percentage	Count
Transparency in budget/endowment use	68.5%	254
Opportunities to give to specific programs or goals	62.3%	231
Clear connection between giving and mission impact	57.7%	214
Stories/testimonies about lives changed	44.2%	164
Teaching or training about biblical generosity	26.4%	98
Other	5.4%	20
Total Responses	**N/A**	**371**
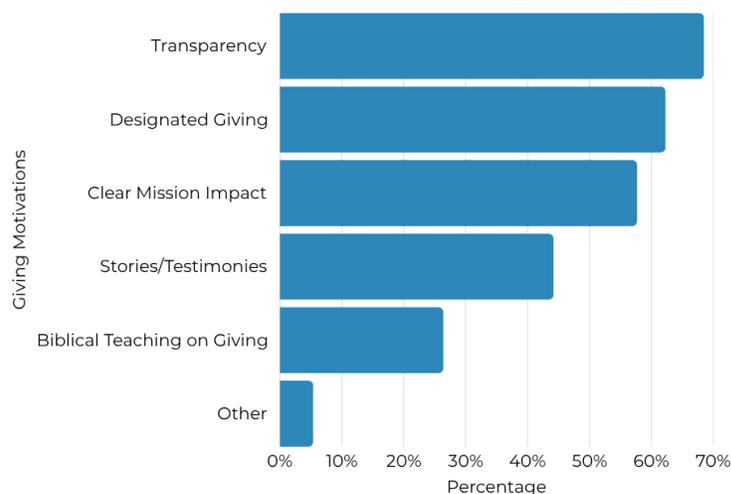
These preferences reinforce the communication effectiveness concerns identified earlier while providing clear direction for enhancement. The strong preference for transparency (68.5%) directly

correlates with the communication dissatisfaction, indicating that addressing transparency concerns could significantly impact giving engagement.

Preferred giving methods reflect both traditional and modern payment preferences, with cash or check maintaining the highest preference at 82.8%, followed by bank draft/ACH at 58.3% and credit card at 56.8%. This diversity suggests value in maintaining multiple giving options to accommodate varied preferences.

Q61. Which giving methods would you like WMMC to offer or continue offering? (Select all that apply)

Giving Method Preferences	Percentage	Count
Cash or check	82.8%	290
Bank draft / ACH	58.3%	204
Credit card	56.8%	199
Debit card	47.7%	167
Venmo	27.9%	98
Apple Pay	25.3%	88
PayPal	21.9%	77
Other	7.6%	26
Total Responses	**N/A**	**350**

Legacy giving interest shows moderate receptivity, with 38.6% open to learning more about wills, stock gifts, and named endowments. While not majority support, this 38.6% interest rate represents significant potential for planned giving development, particularly when combined with the high endowment understanding rates.

Legacy Giving Interest	Percentage	Count
Yes, open to learning more	38.6%	142
No, not interested	61.4%	226

Yes, Open to Learning More
38.6%

No, Not Interested
61.4%
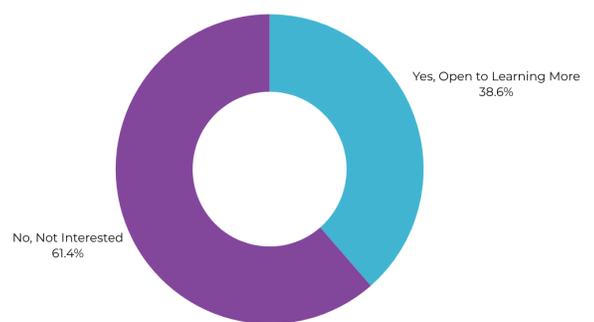
Age-Based Legacy Giving Interest Patterns

Legacy giving interest reveals a counterintuitive pattern where younger adults show significantly higher interest than older adults. The 30-44 age group demonstrates the strongest interest at 60.5%, while interest decreases with age, reaching only 31.1% among those 75 and older.

I would be open to learning more about legacy-giving options (e.g., wills, stock gifts, named endowments).

Age Group	Interested in Legacy Giving	Not Interested	Sample Size
30-44 years	60.5% (26)	39.5% (17)	43
45-59 years	41.7% (25)	58.3% (35)	60
60-74 years	37.0% (50)	63.0% (85)	135
75+ years	31.1% (41)	68.9% (91)	132
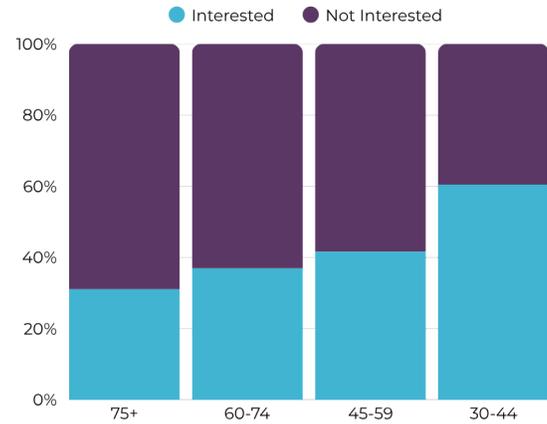
This pattern suggests that younger adults view legacy giving as future planning opportunity, while older adults may have already completed estate planning or feel less need for additional education. The high interest among 30-44 year-olds presents a strategic opportunity for long-term planned giving cultivation.

8.6 Open-Ended Questions Analysis

Q74: How would you personally like to see your contributions shape the future of WMMC?

Q75: What are your thoughts about maintaining ongoing or periodic endowment campaigns to support future campus needs, ministries, and outreach?

Personal contribution priorities reveal a congregation focused on sustainable ministry impact, with respondents consistently emphasizing desires to support programming that serves multiple generations while maintaining biblical fidelity and community outreach effectiveness. Comments frequently mention specific areas where individual giving could have multiplier effects, such as youth ministry development, facility accessibility improvements, and community service initiatives that extend WMMC's influence beyond the congregation. Many responses reflect sophisticated thinking about stewardship, with members expressing desire to see their gifts support both immediate ministry needs and long-term organizational sustainability through endowment development and strategic reserve building.

Endowment campaign perspectives demonstrate strong support for systematic approach to long-term financial planning, with most respondents endorsing regular campaign cycles that address predictable needs rather than crisis-driven fundraising. Comments consistently emphasize the importance of transparent communication about endowment use and impact, alongside desires for campaigns that balance facility maintenance with ministry expansion. A significant theme emerging from responses involves intergenerational stewardship responsibility, with many members expressing desire to ensure that their financial contributions create sustainable foundation for future generations while addressing

current operational needs. The endowment feedback indicates that members understand the connection between financial planning and ministry effectiveness, supporting strategic approaches that build organizational capacity while maintaining current program quality. Responses suggest that endowment campaigns framed as legacy-building for future ministry impact would receive stronger support than those focused primarily on immediate facility or operational needs.

8.7 Strategic Generosity Development Priorities

The generosity analysis reveals Wesley Memorial's exceptional positioning for stewardship advancement across multiple strategic dimensions. The congregation's sophisticated endowment understanding, combined with strong current giving patterns and substantial capacity for increased support, creates optimal conditions for comprehensive generosity culture enhancement.

Communication Infrastructure Enhancement represents the highest-priority opportunity, with transparency concerns affecting nearly one-third of the congregation despite high endowment understanding. The 68.5% preference for budget/endowment transparency, combined with communication effectiveness concerns, indicates that enhanced financial reporting could unlock significant additional giving capacity while strengthening institutional trust.

Capital Campaign Readiness exceeds typical feasibility benchmarks, with 78.1% willing to support capital initiatives beyond annual giving. This readiness, combined with 84.3% willingness to increase operational support, positions Wesley Memorial for comprehensive development initiatives that could fund both facility improvements and program expansion simultaneously.

Legacy Giving Development shows substantial potential, with 38.6% expressing interest in planned giving education. The combination of high endowment understanding (89.2%) and moderate legacy giving interest suggests targeted cultivation could significantly expand planned giving participation. The counterintuitive age pattern—where younger adults (30-44 at 60.5%) show higher interest than older adults (75+ at 31.1%)—indicates opportunity for long-term planned giving cultivation among those in prime earning years who view legacy giving as future planning rather than immediate need.

Communication Strategy Differentiation should acknowledge the service preference variations in communication satisfaction. The 9:30 a.m. contemporary service shows more polarized views on financial communication effectiveness, suggesting this demographic may prefer different communication styles or channels. The higher satisfaction rates among 11:00 a.m. traditional service attendees (70.0% satisfied) compared to contemporary service attendees (63.0% satisfied) may inform targeted communication approaches.

Capital Campaign Sequencing can leverage the age-based enthusiasm patterns, with younger adults (30-44 at 90.7% support) and middle-aged members (60-74 at 83.6% support) providing strong foundational support. The more measured enthusiasm among the 75+ demographic (69.7% support) should inform campaign timing and messaging that acknowledges fixed income realities while still engaging this substantial donor segment.

Stewardship Engagement Optimization should focus on the strong preference for specific program giving (62.3%) and mission impact connection (57.7%). These preferences align closely with the congregation's priorities identified in previous sections, particularly vulnerable children/families support and evangelism/church growth initiatives.

The convergence of exceptional giving capacity, sophisticated financial understanding, and clear communication preferences positions Wesley Memorial for stewardship advancement that could support ambitious strategic expansion while deepening congregational engagement in the church's mission and ministry.