

## FINDINGS & ANALYSIS

Information and opinions asked for in the questionnaire provided us with perceptions and excitement regarding a potential campaign, and the number of responses we received back helps to indicate potential engagement with a campaign.

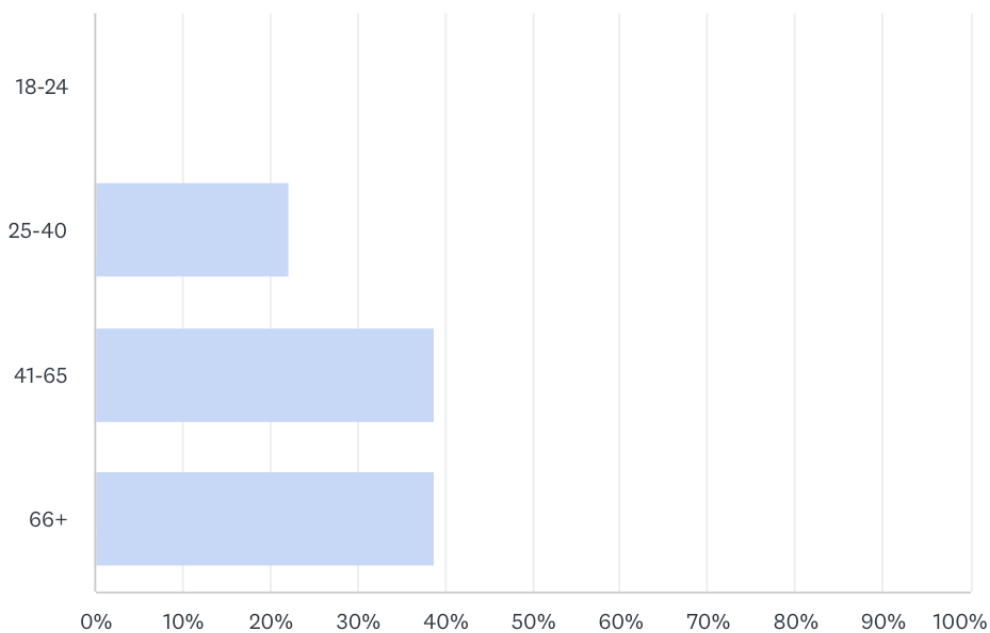
Because of our assurance of confidentiality, respondents were able to share their thoughts freely and honestly, allowing us to collect meaningful feedback on the potential campaign and background statement.

Overall, reactions to a potential campaign are positive, albeit with caveats provided by many.

This section of the report presents the statistical results, summary, and representative quotations for each question individually.

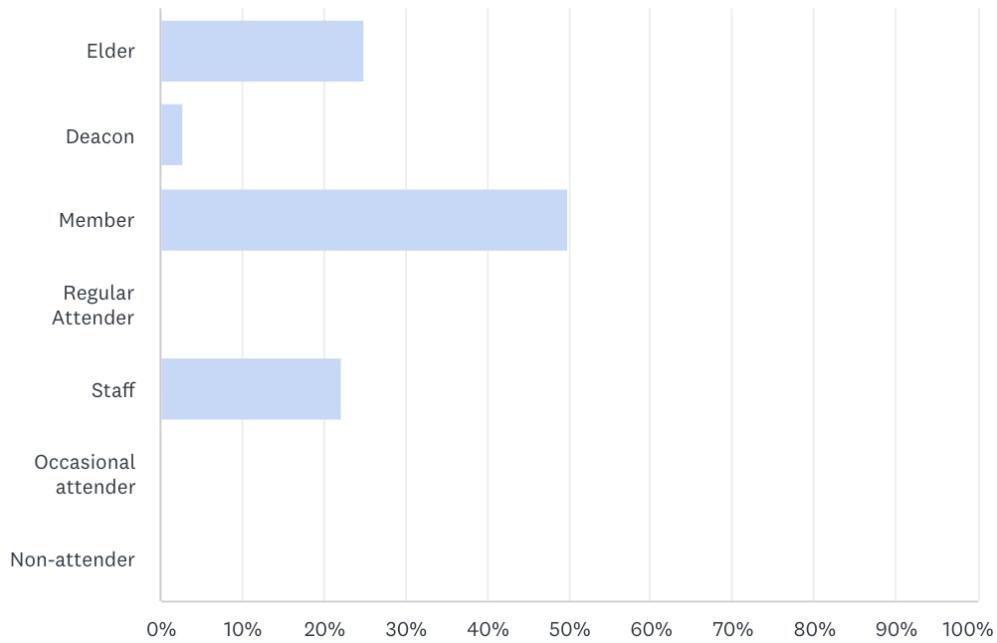
### DEMOGRAPHICS OF RESPONDENT GROUP

#### What is your age group?



Out of 53 individual interviewees, the typical demographic of individuals interviewed for the study were 41-65 and 66+. 22% of interviewees were ages 25-40, 39% of interviewees were ages 41-65, and 39% interviewees were age 66+. No interviewees were ages 18-24.

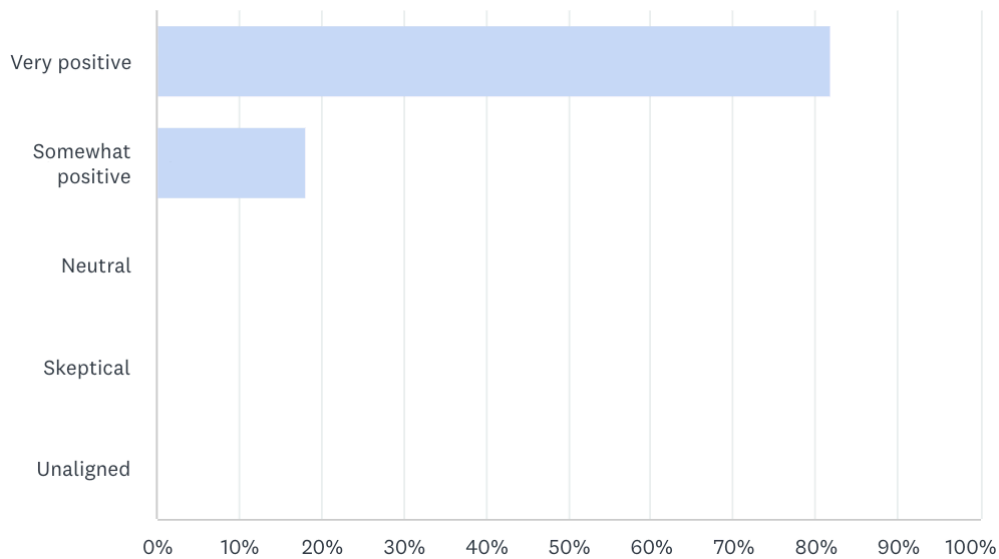
## What is your role in the church?



Of 36 giving units interviewed, all are members of Redeemer. Furthermore, 25% of giving units interviewed include an elder, 3% include a deacon, and 22% include a staff member. No non-members, whether regular attenders, occasional attenders, or non-attenders were interviewed.

## CURRENT OUTLOOK

### How would you describe your current outlook on the direction of Redeemer?



### SUMMARY

Interviewees were overwhelmingly positive in their feedback on the life of the church, citing the authentic nature of worship, the commitment to the Word, and a great energy in the church’s ministry for the Kingdom.

### REPRESENTATIVE QUOTES

*We are in a very good place. We have a lot of highly competent people in positions of leadership, and even more competent people waiting in the wings.*

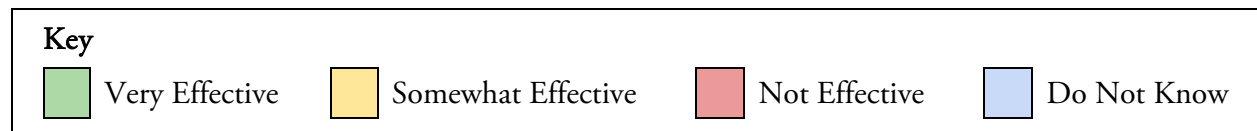
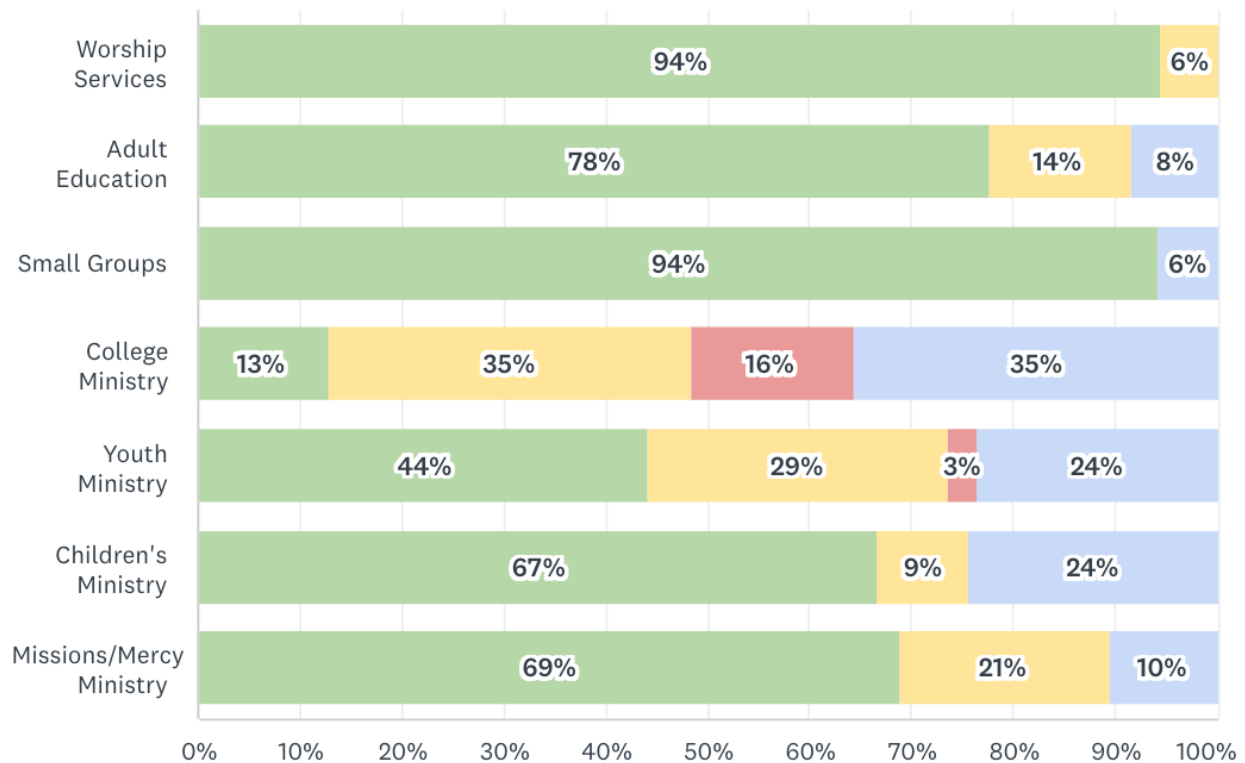
*I'm really excited about the church and this project. I know we're doing something that's a bit outlandish, but we ought to. It's kind of like getting married: you prepare for a wedding, but you also intentionally prepare to be married. Now that we're going down this path with this project, what will come after?*

*One challenge is we're a regional church that pulls from a large area. I'm positive, but I'm not sure we've totally honed and know what our vision is. We think we know what we do well—liturgy and music—but I'm not sure we know our mission. As more opportunities come up, I'm not sure we will always say “no” to things that are outside our mission.*

*Redeemer is such a wonderful place. The only challenge isn't anything the church can address—we live a ways away, and there simply are more people than we are able to get to know. It's unbelievable that we get so many people who drive so far to get to church. I think it's a testament to Eric and his preaching, and the diligent work of the staff. The more I've seen other churches and how they do worship, the more thankful I am for Redeemer.*

## EFFECTIVENESS OF PROGRAMS

Rate the effectiveness of the following ministries, from Very Effective to Not Effective.



### SUMMARY

The reverent and worshipful Sunday services certainly are a highlight among feedback shared. The Redeemer community loves and values the time together in corporate worship on Sunday mornings. Small groups are perceived as a vital aspect of church life, and many noted the work of Susanna McBee in administrating and growing this ministry.

College Ministry is an expected challenge, while in youth ministry, many cite perceived improvement following a period of transition.

## REPRESENTATIVE QUOTES

### Worship Services

*No matter where we've met, we've been able to have a robust, reverent worship service.*

*The passion of worship is tangible on Sunday mornings. Services of are extremely well organized and worshipful.*

*It can be inaccessible to new people. For a while, Eric would explain what is happening in the service and why they're doing it. It was hard for us to get used to. I would like to see it be a little bit broader. Some people think we're building the church around the organ and the music, and in some way we are. There are six PCA churches in Austin, so there are a lot of options. They run the gamut. Our worship style is unique, but it fits us. It's hard to find a Reformed church that does what we do, and that's a draw for a lot of people. I'm all for maintaining that style.*

### Adult Education

*The classes are good and challenging.*

*It's healthy, but it can be a little more "head on a stick" rather than heart-focused. It's intellectual. Our school of discipleship is more doctrine-heavy. We taught a series on doubt, and that's more of a heart thing.*

### Small Groups

*We have our own small group and have room for a second. Those are vital groups, and it seems to me they're going quite well. That's a testament to Susanna's work. Small groups are the first line to plugging people into our church, and we have 20+ groups.*

*We continue to see our congregation move further and further away from the church geographically, and so small groups are an absolutely vital part of our church's life, and thankfully it's going very well.*

### College Ministry

*I can't call it a weak point because it's just difficult. The RUF leaders tend to go other places for church and the kids go where the leaders are. We have had in the past a contingent of college students who like the music or grew up more liturgical, but not as much now. There's no one trying to change that right now. It never was big, but we had more of a college student presence five years ago.*

*We're weak. There are a handful of ministries at UT, and they've focused on undergrad students. Where we've done better is ministering to grad students. I could name about a dozen of grad students who are in their studies but attending Redeemer. For college, it's been a swing and a miss. It's not for lack of trying.*

### Youth Ministry

*It's not your average youth group. It's not entertainment. We moved further away and it's hard to get our kids there. Even if we were closer, sometimes Sunday evening is the only time we're all home. We think the youth group is important, but I don't think we need to be involved in every program.*

*The youth ministry really needs to improve, and I think the new staff who has come on board is an excellent move toward that goal.*

## Children's Ministry

*It's well-attended.*

*From our perspective, the team in charge does a wonderful job teaching and caring for the young ones. It's a real strength.*

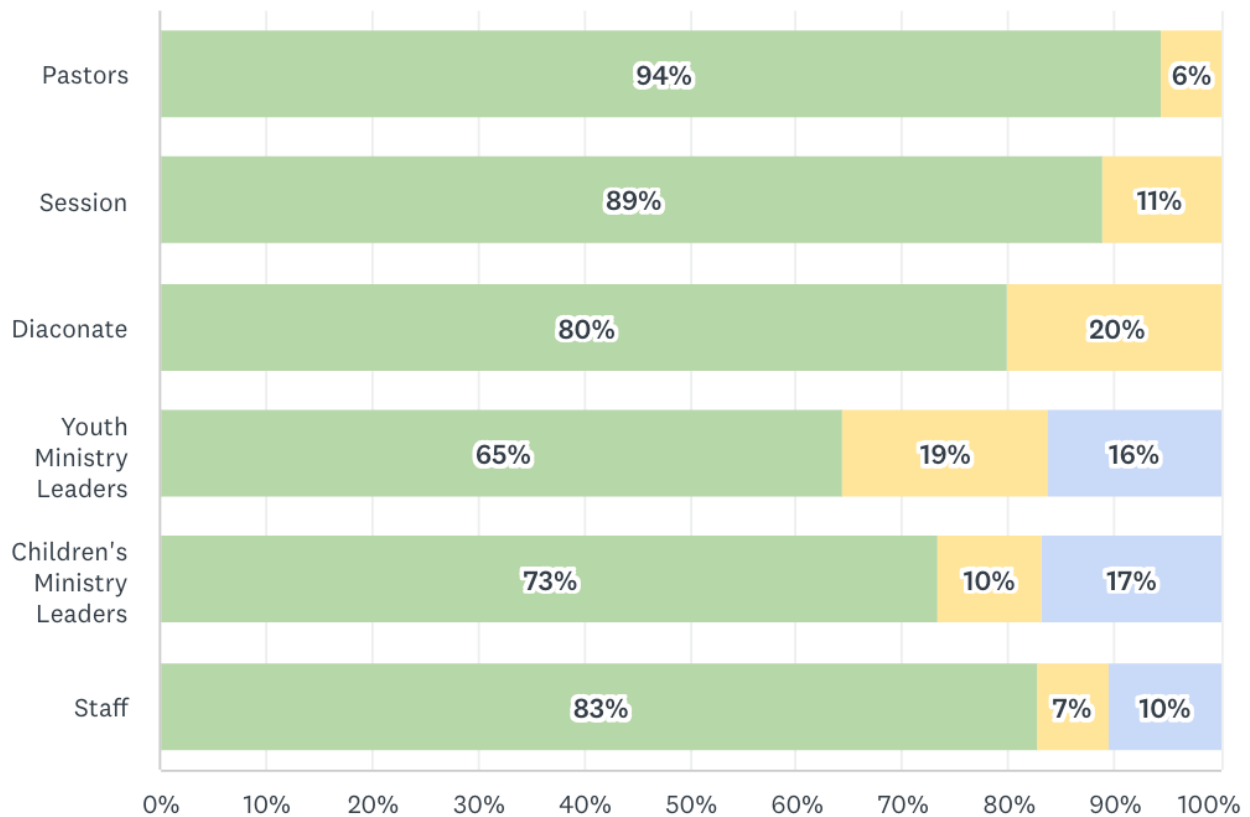
## Missions (Local and Global)

*I believe missions has been a big strength of ours, and we've been humbled by the amount of giving toward our missions programs. I would love to see us continue to increase the amount of resources we dedicate to missions.*

*The missions work we do is good, but I think that we could do more in the way of local missions and engagement with needs in our community.*

## CONFIDENCE IN LEADERSHIP

Please share your level of confidence in the ability and leadership of the following, ranging from Total Confidence to No Confidence.



### Key

Total Confidence
  Some Confidence
  No Confidence
  No Opinion

### SUMMARY

What a blessing, as Redeemer considers its path forward, to do so with the knowledge that the congregation is confident in those God has placed in staff and lay leadership roles! Interviewees cited a high level of assurance that leadership is operating from a position of humility, wisdom, and care for the church's ministry and resources.

## REPRESENTATIVE QUOTES

### Pastoral Staff

*I think we have a pastoral staff with strengths and weakness that complement each other very well.*

*We definitely are thrilled with the pastoral staff. They work very well together, and they have the full trust of the session.*

### Session

*I feel like people have confidence in the session. I don't know if other people feel like the session is accessible to them. Session: I do worry about seeming remote or out-of-touch. I don't know if that's my fears or a real thing.*

*We have a wonderful shepherding ministry among the session, and John does a wonderful job of administering this ministry.*

### Diaconate

*From the start, I've been impressed with the deacons' service and enthusiasm. I think it's a real strength.*

*I think they're organized now. We had trouble getting deacons. We need more deacons pretty badly. I think they're doing a great job and well-led now.*

### Youth Ministry Leaders

*We have a new-ish youth director who's really solid. I see some really good signs there and the kids are relating to him well. He's injecting himself more and doing good youth work, bringing them into the life of the church.*

*Nate has taken on the role of youth work. God seems to be blessing his ministry and that seems to be working well.*

### Children's Ministry Leaders

*Carol does a really good job, and Lisal handles the nursery.*

### Staff

*I always feel like whenever I have a need, I can call the church office and get help. When I first joined the church, I needed counseling and got it there.*

*They don't miss a beat. I know all the things that can go wrong before Sunday.*



## ADDITIONAL PERCEPTIONS OF REDEEMER

*Please note that not all of these questions were not asked in every interview. In some cases, some questions were skipped for time or were not appropriate to ask at the time.*

### THREE WORDS

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**If you had to choose three words to characterize Redeemer, what would they be?**



When asked to describe Redeemer in a few words, the most common responses were “music” (eight instances), “worship” (seven instances), and “liturgy” (four instances). Some other positive responses include “fellowship” (two instances), “beauty” (two instances), and “eclectic” (two instances). Some negative responses include “lacking cohesion” (one instance) and “lacking in mercy ministry” (one instance).

Overall, 38 unique words or phrases were offered over a total of 63 words or phrases given. There were 60 instances of positive words/phrases comprising of 35 unique words. There were three instances of negative words/phrases comprising of three unique words.

A full list is available in Appendix A.

## STRENGTHS

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What do you believe Redeemer does very, very well?

### SUMMARY

When asked to zero in on the one thing they would highlight as something Redeemer does exceptionally well, interviewees noted the following:

Strength	# of Instances
Reverent worship and music	21
Scripture-centered worship and education	5
Fellowship/Small Groups	2
Discipleship	1
Welcoming	1

### REPRESENTATIVE QUOTES

*There's consistency in our worship. It is what it is, every week no matter where we are.*

*70% of our people are involved in small groups. We have biblical, sound teaching.*

## CHALLENGES

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What do you believe is the biggest challenge currently facing Redeemer?

### SUMMARY

When asked to cite their largest perceived challenge facing the church, interviewees cited:

Challenge	# of Instances
Spread out congregation	7
External threats from and navigating the outside community and culture	7
Completion of the project	4
Aversion to change	2
Challenge of community outreach	2
Lack of space	2
Lack of vision	2
Attendance	1
Finances	1
Involvement outside Sunday morning	1
Succession after George Dupere	1

### REPRESENTATIVE QUOTES

*We have a lack of locality. How do you balance relevance with what you're called to do? We're doing what we're supposed to be doing, but we could have more people. The people who are here want to be here. How do you infiltrate this area? The building needs to have a strategy that incorporates the local community.*

*Getting this campaign and building project done will be a challenge. It's something the church has talked about for twenty years. Central Austin will always be a difficult place of transition. There's a lot of in-and-out and churn.*

## PERCEPTIONS OF THE PROJECT

*Please note that not all of these questions were asked in every interview. In some cases, some questions were skipped for time or were not appropriate to ask at the time.*

### AWARENESS

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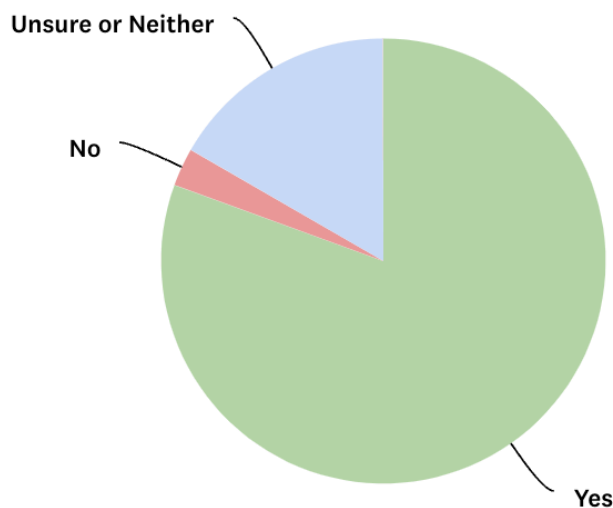
**Are you aware of and had a chance to read the general campaign plans?**

Every interviewee was aware of the general campaign plan.

### SUPPORT

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**Are you in support of these plans?**



### SUMMARY

Interviewees were knowledgeable regarding the proposed facilities project—a testament to the communication work done by Redeemer’s leaders over the past months to ensure a general awareness, and the effectiveness of the background statement.

In *concept*, the great majority of interviewees align with the direction that the proposed project represents. However, almost all supportive responses were accompanied by caveats regarding the details and vision for the project. We will expound on this further in the Evaluations section to follow.

## REPRESENTATIVE QUOTES

*\$22 million sounds like a bargain to me. I sympathize with people who say it's a lot of money, but having heard the vision through the years, it's exciting and ambitious. Who would ever think of this? It's just so cool. It's been talked about so long, but now that we're getting into actually building the sanctuary, already you have people reacting with "Oh, I thought it was going to be this..." It's helpful to be getting everyone on the same page. There's still misinformation going around.*

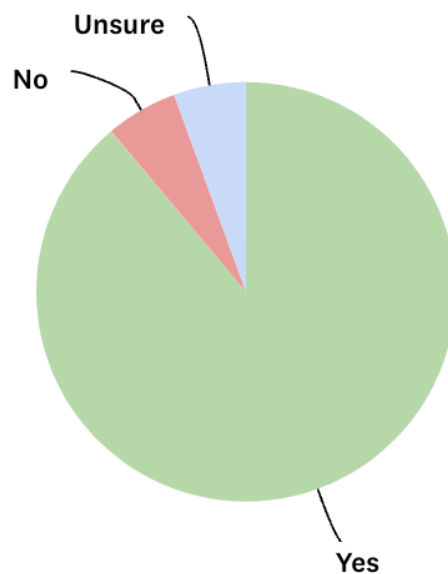
*I love that we want to build a new building. But I want to make sure we don't get too institutional. We need to be ministry-focused and not just building a church for the sake of having a church. One thing the committee said was the top priority was beauty. They presented it well, but I felt like ministry should be the top priority. Ministry isn't always beautiful; the cross wasn't beautiful. I'd like to see them shift that. One concern we've heard is why we're spending all this money on a building rather than putting it towards ministry, but it'll expand our reach. Everyone else in our small group was excited about it. One concern is we've been bouncing this idea around for a long time, but it's not as much of a felt need as it was when we were meeting in a gym. We need to understand why we're doing this.*

*I look at building the sanctuary as sticking a rod in the belly of the beast and making a statement that "God is here." Practically and theologically, we need the sanctuary. I don't think the process could be any more transparent. I told George from the beginning that I'm all in. I just want pews! No more chairs. The staff and volunteers are stretched in setting up and tearing down the chairs. George wants to also use the sanctuary for Arts on Alexander, and also the fellowship hall can be used for other ministries.*

## SPECIFIC PROJECT QUESTIONS

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Do you believe that a dedicated sanctuary building is the sensible project for the church to pursue and fund right now?



### SUMMARY

There is a strong consensus around the idea that a sanctuary is the most appropriate project for Redeemer to pursue. The few who disagreed cited needs such as expanding office space and classroom space.

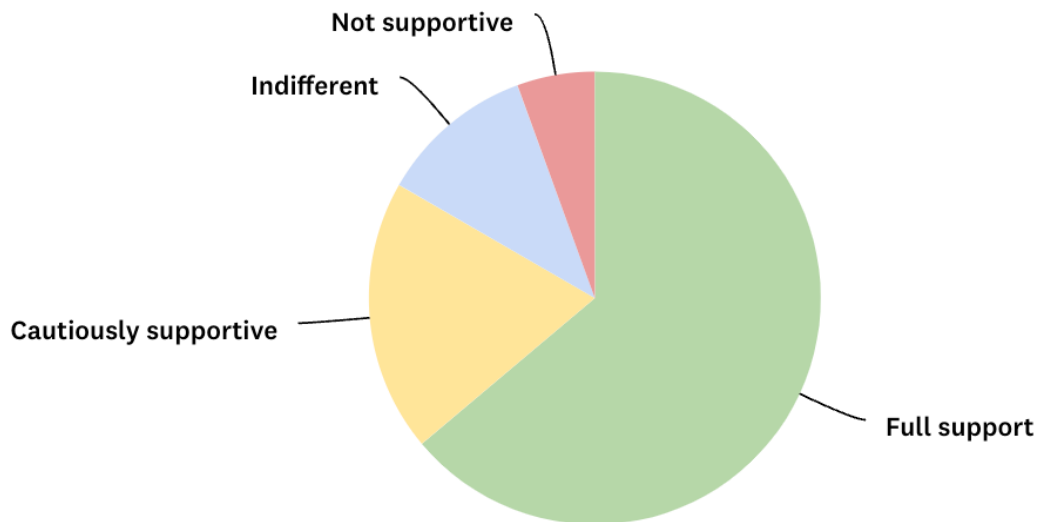
### REPRESENTATIVE QUOTES

*It'll be a generational building, and we have support in our own body in utilizing it. I believe in this project.*

*The sanctuary is the next sensible thing in that it can be used for incarnational ministries within the community. I know part of the plan is to use their current facilities for other ministry throughout the week. I'm glad this is one of the sought-after outcomes.*

*I think yes, but there is a definite need for us to have a very real conversation about priorities and how we are going to address additional ministry needs following this project.*

## What is your perspective on the all-stone concept/conviction for the sanctuary building?



### SUMMARY

Just over 80% of interviewees expressed their support for the all-stone concept for the sanctuary building, with many citing its uniqueness and representation of permanence and strength. The most often cited hesitations were not philosophical, but rather logistical, relating to approval and permitting from the city of Austin.

### REPRESENTATIVE QUOTES

*It reflects the solidity and long-lasting relationship with God that He has with his people. It'll be here for a long, long time, as it should be.*

*It's a very interesting idea and very unique. In some ways, it'll be a bit of a magnet. On the negative side, we're not totally sure how Austin will buy into it on the city-planning side.*

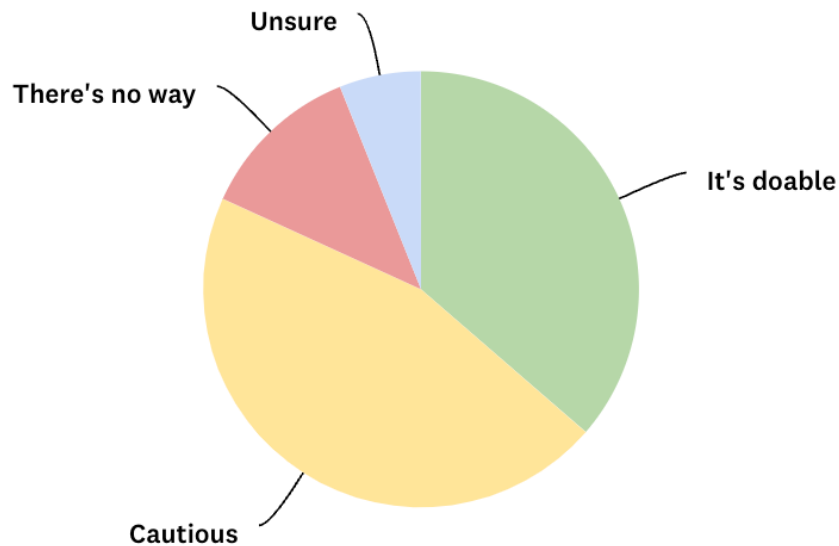
*I like the concept a lot, if we can raise the money for it. If we can't, I believe we could build a building for less that would share many of the same characteristics.*

*If God had something else for us as we've pursued this over the years and come to this point, he would have directed us away from it, but so far, He has not. We're a church of 400 people, so is a \$20 million sanctuary project the best move forward? I don't know that it's not, and I'm trusting God to tell us if it's not. We continue to move forward as He wills.*

## PERCEIVED FEASIBILITY

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What is your "gut reaction" to the concept of a \$7 million to \$9 million fundraising effort (over a three-year pledge period)?



### SUMMARY

As expected, there were mixed reactions to the concept of raising additional funds to this level. Many noted the fact that a good portion of high capacity individuals have already participated in the initial quiet phase, while others express great confidence that God will provide.

### REPRESENTATIVE QUOTES

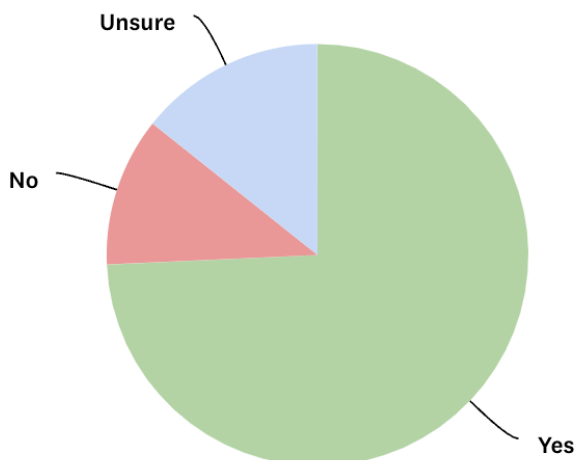
*As long as the vision is there, and the idea is powerful enough, then absolutely we can do it.*

*I wish it was \$5 million. \$8 million to \$9 million is a stretch. There are individuals here who could do this on their own, but we don't know if they will. If you keep breaking down the 80/20 rule, it turns into 50/1. If you can find that one percent giving fifty percent, then you can probably feel good about the rest.*

*God will do what He wants in this project, but just from a numbers standpoint, I don't see it.*



Are you OK with debt as a part of completing this project?



### SUMMARY

The majority are comfortable with the concept of debt as a part of this project. Of those responding in the negative, some cited a fundamental opposition to debt in principle, while others cited the large scope of the project as too much of a stretch to justify taking on liability.

As part of this discussion, respondents were asked to identify a range of debt they would be comfortable with. The average range of responses was \$2 million to \$4 million.

### REPRESENTATIVE QUOTES

*Yes, but it needs to be modest. And if we're going to borrow, the congregation needs to see a very clear rationale for why the amount planned is sensible. I think \$2 million to \$3 million is the max I would be comfortable with seeing the church take on, and I'd like to see an aggressive strategy for paying it off.*

*I'm strongly in favor of a moderate amount of debt. It will mean that we will buckle down for a few years to pay it off, but that's ok. I'd like to see us be prepared to take a \$3 million or \$4 million mortgage.*

*My default is I'm not comfortable—debt is presuming on the future and there are a lot of "what ifs"—but some debt better be foreseeable, reasonable, and a short-term payoff.*

# ELECTRONIC QUESTIONNAIRE SUMMARY

In this section, we will not address each question individually; rather, we will provide a summary of the findings from the electronic survey and make note of where there is alignment or disagreement with that of the personal interviews. As a separate attachment to this report, we will also provide the raw data from the electronic survey.

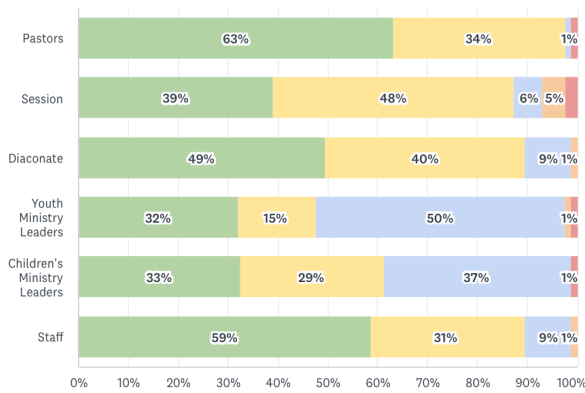
In general, the electronic survey results do generally align with and validate that of the personal interviews. Many of the same themes, caveats, and range of opinions are shared between the two.

## CHURCH LIFE

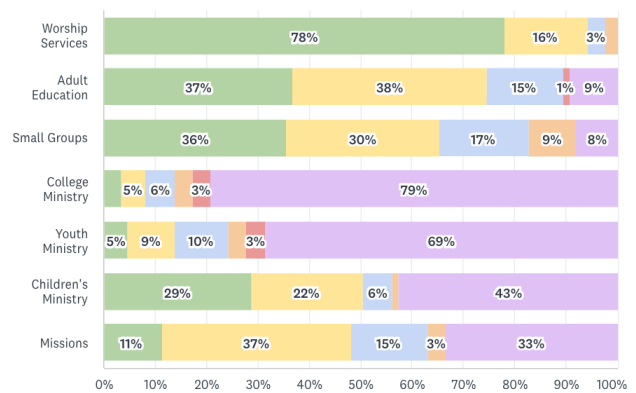
The general perceptions on the life of the church among the survey respondents are very positive, with results very much statistically similar to personal interview results. The congregation is excited about the direction of the church, and enthusiastic about its vision to grow in the city of Austin.

Many of the same highlights and range of opinions regarding various aspects of church life, confidence in leadership, and areas for improvement were also in alignment, including high confidence and excitement about the pastoral staff and the lay leaders, mixed responses surrounding youth programs, etc.

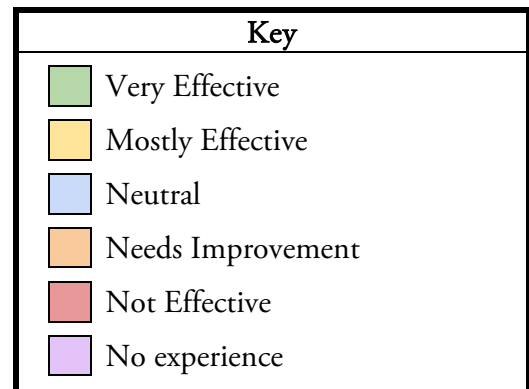
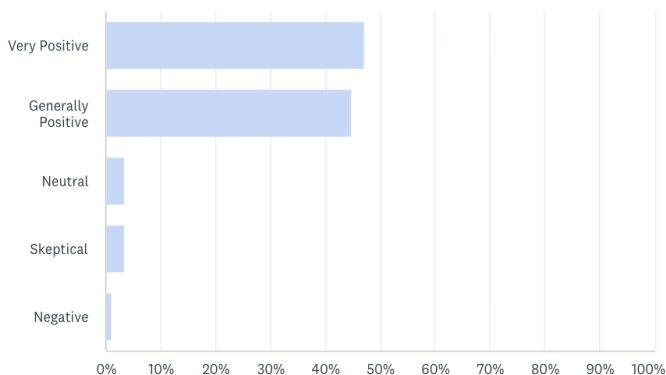
**Effectiveness of Programs**



**Confidence in Leaders**



**Current Outlook**



## CAMPAIGN PERCEPTION

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It's important to note as a starting point that the majority of respondents (95%) stated that they are familiar with the proposed projects. This is an excellent starting point, and demonstrates that leadership has effectively communicated, at a minimum, the general concept of the proposed work to the congregation.

Among survey respondents, 42% expressed full support for the proposed projects and 29% were mostly supportive, for an aggregate of 71% support. Meanwhile, 9% stated they do not support and 13% were skeptical. In addition, 72% expressed support for the stone construction concept.

Among those who are either skeptical or not supportive, feedback included a lack of clarity around the vision for this project, logistical concerns such as property approval and parking, and a need to see more detail around cost and specific plans. Many stated they may be supportive if these concerns are addressed.