First Presbyterian Church
Outreach Assessment Report

July 2020
Our Approach

Assess

Implement

Plan
Mixed Methods Assessment

- Qualitative
  - Key Informant Interviews
  - Leadership Team SWOT
  - Local Committee Focus Group
  - Global Committee Focus Group
  - Advocacy Committee Focus Group
  - Partners Focus Group

- Quantitative
  - Survey Data
  - Financial Data
Analyses

Qualitative

Thematic Analysis

Quantitative

Descriptive Statistics
Basic Financial Trends
Finding: Ready and Willing to Change

- 97% of survey respondents stated that they were open to changes in the program if those changes were designed to create greater community impact.

- Those changes must be intentionally and thoughtfully developed and implemented.

- While these changes may create some initial disruption, that disruption and discomfort is essential for growth.
Finding: Connections to Spiritual Life

- The church has an understanding that the outreach work is a calling of God.

- New and creative ways to make these connections.

- Build deeper connections with people and outside of the church.

- More “relational” ministry.

“I want us to give in association with creating relationship” - Focus Group Participant
Finding: Partner and Community Engagement Improvement

- Deepening relationships with partners and the clients they serve.

- A more focused group of partners with whom to do this work.

- Existing agencies that the church can collaborate with as funding and volunteer partners to create more impact.
Finding: Member Education and Engagement Improvements

- Community Impact (Local): 79%
- Church and Member Impact (Local): 65%
- Target Region Impact (Global): 58%
- Church and Member Impact (Global): 51%
Finding: Governance and Management Improvements

- Limited documentation on the selection processes, term limits, or governance documents for volunteer roles.
- Limited number of faithful volunteers.
- Disruption is essential if there is to be growth.
- Benefit of efforts to narrow the program focus and expand the volunteer engagement.
- Consider agency partners in funding and volunteering.
Finding: Data-Informed and Person-Centered

- It is important to utilize data in the tracking of partner performance and the performance of the outreach program itself.

- Clients being served in the community must remain central.

- Tighter geographic focus.

- Focus on families in communities rather than individuals in program.
Finding: Need for More Focused Financial Support

- Five-year trends examined.
- 52 partner agencies.
- Average gift size of $10,831.41 per organization/per year.
- Aside from the top four partners no other organization received more than 5% of the total giving.
- 40 out of the 52 partners (77%) received less than 3% of the total funding.
- This focus is that much more important because of our commitment to scholarships for the FPC CDC as outlined in the Opening Doors Capital Campaign.
## Recommendation 1: Move From Outreach to Engagement

<table>
<thead>
<tr>
<th>Community Outreach</th>
<th>Community Engagement</th>
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<tbody>
<tr>
<td>Short-Term</td>
<td>Long-Term</td>
</tr>
<tr>
<td>Marketing</td>
<td>Relationship Building</td>
</tr>
<tr>
<td>What can A do for B?</td>
<td>What can A and B do together?</td>
</tr>
<tr>
<td>One Group Benefits Most</td>
<td>Community Benefits</td>
</tr>
<tr>
<td>Transactional</td>
<td>Connecting</td>
</tr>
<tr>
<td>Directional</td>
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</tbody>
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Recommendation 2: Move Ministry of Giving to Ministry of Relationship

- Goals and objectives around communicating and strengthening the faith-based approach to engagement.

- Aligning the engagement work more closely with spiritual formation.
Recommendation 3: Move from Short-Term to Mid-Term

Four Year Plan

Year 1: Hold Partners In Place and Do Internal Improvements

Years 2–4: Deep financial and relational investment with selected partners
Recommendation 4: Move From Focus on Individuals to Focus on Families and Communities

- Multi-Generational Approach
- More Systemic Focus
- Potential for Lasting Impact
## Recommendation 5: From Broad Geographic Focused to Specific Community Focus

<table>
<thead>
<tr>
<th>Measure</th>
<th>28208</th>
<th>All of Mecklenburg County</th>
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<tbody>
<tr>
<td>Median Household Income</td>
<td>$38,751</td>
<td>$71,00</td>
</tr>
<tr>
<td>% of Adults with Bachelor’s Degree or Higher</td>
<td>20%</td>
<td>44%</td>
</tr>
<tr>
<td>Elementary Test Proficiency</td>
<td>25.3%</td>
<td>50.8%</td>
</tr>
<tr>
<td>Student Absenteeism (missed 10% or more)</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Average Age of Death</td>
<td>65</td>
<td>71</td>
</tr>
<tr>
<td>Low Birthweight</td>
<td>12.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Home Ownership</td>
<td>25%</td>
<td>57%</td>
</tr>
<tr>
<td>Home Sale Price</td>
<td>$151,271</td>
<td>$263,074</td>
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First Presbyterian Church
Four Year Community Engagement Plan

July 2020
### Moving to Community Engagement

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PLAN FOCUS

Mid-term Focus

Faith-based

IMPACT

Multi-generational

Place-based
PLAN GOALS

Goal III: Increase Partner Engagement

Goal II: Increase Church Member Engagement

Goal I: Improve Governance and Operations
THANK YOU!

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