Feasibility Study Report

for

Woodlands Church
Plover, WI

WOODLANDS CHURCH

August 2026

CHURCH DEVELOPMENT

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CHURCH DEVELOPMENT

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August 17, 2026

Jon Ewton, Senior Pastor
Woodlands Church
190 Hoover Ave S
Plover, WI 54467

Dear Pastor Jon,

Serving Woodlands Church through this Feasibility Study has been a privilege. A total of 407 families participated in the study (representing 505 individuals).

We learned a great deal about Woodlands Church in the study. Most encouraging is that a high percentage of Woodlands Church attendees feel their spiritual and social needs are being met and there is a high level of confidence in the elders and staff. The study reveals that Woodlands Church will financially support a three-year capital campaign with an overwhelming support to eliminate the church mortgage and multiplying healthy churches.

Given the information gathered and received in the study, and our work with many similar churches, we project that Woodlands Church could raise **$4.5M - $7.5M** through a well conducted, three-year capital campaign based on member engagement, clear communication, stewardship education, and prayerful discernment.

Enclosed is a complete review of the information and data we gathered through the Feasibility Study. We have also provided concerns, recommendations and a proposed calendar for a capital campaign. All of this is provided to assist the leadership to better understand the church and the direction God is moving Woodlands Church. If you have any questions, please feel free to contact us at any time.

Thank you for allowing Church Development to spend time with your fellow Woodlanders and learn more about the great things Woodlands Church is doing in our Lord's name.

Respectfully,

Denis Greene, President
Peter Kardash, Senior Consultant

Woodlands Church

EXECUTIVE SUMMARY

In August 2026, 407 families participated in the Feasibility Study, representing 505 individuals, having a participation rate of 23 % based on 1,785 families (normal campaign participation is 10%+) and providing more than 700 comments with their ratings.

Executive Summary

1. Eighty-Six (86%) of the respondents agreed or strongly agreed that Woodlands Church is effectively meeting their spiritual needs.

2. Ninety-Two percent (92%) of the respondents agreed or strongly agreed that Woodlands Church is effectively providing me with opportunities for community / fellowship.

3. Seventy-Five percent (75%) of the respondents have a high level of confidence in the elders and staff to make wise decisions regarding the future of Woodlands Church.

4. The following chart shows the level of support of Woodlands Church Vision as listed in the case statement:

	% Positive	%Neutral	% Negative
Eliminating our mortgage ($4M)	82%	13%	5%
Multiplying healthy churches	66%	22%	12%
Expanding current ministries	57%	37%	6%
Starting new ministries	41%	48%	11%

5. Barriers preventing a successful campaign:

	# Responses	% of Responses
Economy	287	68%
Need more Information	88	21%
Mortgage Cost	44	10.5%

SEE TOP CONCERNS ON PAGE 6

6. Sixty-One percent (61%) of the respondents considered it urgent to move forward now with a capital campaign to eliminate our mortgage as expressed in the case statement.

7. Seventy-Eight percent (78%) of the respondents in the study said they would be willing to financially support a capital campaign at some level (22% Negative).

8. Forty-One percent (41%) of respondents were supportive of a capital campaign that asks each church family to prayerfully consider giving 3% of their annual household income for each year of a three-year capital campaign or a one-time gift of 3% of assets? This would be over and above regular giving to the church.

9. One Hundred and Ninety Eight (197) families in the study indicated that if a three-year capital campaign was held tomorrow, they would consider committing **$2,188,231** above and beyond their regular giving to Woodlands Church. This is an average gift of $8,753.

10. Sixteen (16) families indicated their gift be given through an appreciated investment such as stock, mutual fund shares, or bonds.

11. Forty-Three (43) families (13%) in the study indicated they would consider including Woodlands Church in their estate plans; 19 families have already included the Woodlands Church in their estate plans; and 45 families need more information. The industry norm is 3%.

12. Forty (40) individuals expressed interest in serving on campaign teams, 61 Maybe. (Prayer, Events, Thanks, Youth, Ambassador and Communications PETYAC Teams).

13. One Hundred - Eleven (111) respondents (31%) were supportive of a dual campaign that encourages increased regular giving alongside the capital campaign ask (38% Neutral and 32% Negative) .

Concerns

1. Attendees want clarity on the Multiplying vision as to the "where, what, and why".

2. Some attendees are concerned about the Youth Ministry. Seventeen (17) comments specific to the need of a leader, more volunteers , and not having a summer program.

3. The Economy has financially stretched families and Stewardship of newcomers is low to support the financials needed.

4. Support for a "dual campaign" was low and equally divided between Positive and Negative, a large Neutral group (38%) has potential to turn this support Positive.

Financial Forecast

Based on Woodlands Church's annual unrestricted giving of **$3.1M**, the results of the Feasibility Study and the **$2,188,231** that was offered by survey participants, Church Development projects the following Financial Forecast for Woodlands Church.

- **90% probability of raising $4.5M**

- **50% probability of raising $7.5M**

This financial forecast is based on a professionally run, three-year Capital Campaign that includes member engagement, clear communication, stewardship education, and prayerful discernment. Many people responded that they would include Woodlands in their estate plans. Many people support a deliberate stewardship effort that would result in an increase in regular giving.

Summary of Recommendations

1. Begin a capital campaign immediately with a Commitment Sunday in April 2027.
2. Focus the campaign on prayer.
3. Involve all Woodlands Church attendees in the dialogue about the vision of multiplying churches and ensure "due diligence" in providing clarity as to the Where, What, and Why of the vision. Church Development can help support gathering of input with Town Hall format meetings, and small group meetings held in attendee homes, that provides opportunity for leader/attendee dialog.
4. Increase urgency for the campaign with a communication priority that the debt payment is about to increase from $250,000/year to as much as $345,000/year depending on the actual rate adjustment on 7/1/2028. The elimination of our mortgage would free up all of those dollars for use to both pursue our vision and sustain and grow ministries.

5. Implement a Stewardship Committee to help build a robust culture through Woodlands Church.
6. Engage attendees with the campaign through the campaign events and encourage every Woodlands attendee to be a part of a campaign team.
7. Commit to a high level of information sharing each week of the campaign.
8. Encourage gifts of stocks, IRAs and mutual funds throughout the campaign.
9. Approach potential top donors during the campaign to ensure gifts of all sizes are included in the effort.
10. Emphasize and educate attendees about the importance of remembering Woodlands Church in estate plans.

FOREWORD AND THE ASSIGNMENT

Church Development's purpose is to serve Woodlands Church through planning and capital campaign management. Church Development is based on two concepts:

A) Stewardship is a gateway virtue to living a Christian life. Once individuals discover the experience of acting as a conduit to God's will, they are forever changed. A prayerful approach to seeking God's will is at the center of all our activities. Proverbs 29:18 states, "Where there is no vision, the people perish." This Biblical text could be a modern management bestseller. When Woodlands Church has a powerful vision in which all are involved in creating, God will bless and use their efforts.

B) Building the strength of Woodlands Church is more important than money. If we can successfully increase the connections between people seeking to do God's will, Woodlands Church will grow in very measurable terms. After our capital campaign is completed, churches often experience increases in attendance, annual giving, volunteerism and evangelism.

The Assignment:

In June 2026, Woodlands Church engaged Church Development to conduct a Woodlands Church-wide Feasibility Study to determine the readiness of Woodlands Church for a capital campaign.

In August 2026, Church Development interviewed 28 Woodlands Church families (representing 50 individuals). An online and paper survey were available for all other Woodlands Church attendees to complete.

A total of 407 families (505 individuals) participated in the study.

SUMMARY OF INTERNAL ASSESSMENT

2025 - 2026 Fiscal Year Giving
634 families financially supported Woodlands through 2025-2026 includes the offering collection and full annual giving totaling **$3.4M**, itemized as follows:

○ General Fund	$3,115,424
○ Building Stewardship Fund	$ 21,793
○ Residency	$ 43,343
○ Other Designated Giving	$ 51,751
○ Mission Trip support	$ 188,774
	$3,421,085

The previous budget ask ($3,240,943) for Woodlands Church in Fiscal Year 2025 - 2026, coupled with current giving, is a very good indicator of the financial potential for the capital campaign.

Vital Signs Report May 5, 2026
The Vital Signs report dated May 5, 2026 had a high level of correlation with our feasibility study report. Indicators of a high level of satisfaction with the meeting of spiritual and social needs was very consistent. The numerous metrics that reflected the well being of Woodlands as a healthy organization help us assess the readiness of the church to begin a capital campaign. Page 25 helped us to understand the giving metrics of Woodlands. With the church income of $3.4M and 1,785 households the average gift is $1,904. The average household income as noted in the study is $118,386, therefore the average gift is 1.6% of income. Among the 634 who made a donation to Woodlands the average gift is $5,363 or 4.5% of income. For context: the national average gift is 2.2% of one's income, and approximately 5% of churchgoers tithe 10% of their income.

WOODLANDS CHURCH

CASE STATEMENT

Woodlands Church - Summer 2026

This case statement outlines reasons for a capital campaign at this time.

Our Purpose

Our purpose at Woodlands is to be a Christ-centered community helping people faithfully follow Jesus both locally and globally. Engaging in a three-year capital campaign could eliminate our mortgage, which would be significantly impactful as we faithfully pursue our God-given vision to multiply healthy churches in Central Wisconsin.

The Challenge

- Woodlands has a $4M mortgage that remains to be paid off from our third building phase. This mortgage was an intentional tool used in conjunction with a previous capital campaign to expand our facility in 2020.
- Servicing the mortgage greatly constrains our operating budget by costing us approximately $250,000 annually in principle and interest.
- The cost of our mortgage will increase to somewhere between $275,000 and $345,000 per year after our Adjustable Rate Mortgage adjusts in 2028.
- The mortgage substantially limits us as we seek to fulfill our purpose of helping people faithfully follow Jesus and our vision of multiplying healthy churches in Central Wisconsin.

The Vision

- We envision eliminating our $4M mortgage by engaging every attendee in a church-wide, three-year capital campaign.
- Eliminating our $4M mortgage would free up at least $250,000 annually for ministry needs related to our purpose and our vision such as assisting with operating costs for various locations, training and supporting new ministry leaders, and running ministry and outreach events and programs.

WOODLANDS CHURCH

The Plan

- Our church elders have engaged Church Development of Kansas City to conduct a Feasibility Study to determine the readiness of our church for a capital campaign.

- Based on the results of the Feasibility Study, a three-year capital campaign would ask each church family to prayerfully consider making a pledge from their annual income and/or from their assets and potentially in their estate plans. These gifts would be over and above regular giving to the church.
- The capital campaign will also include education and encouragement about the discipleship elements of giving, encouraging the congregation to steward their finances well.
- The capital campaign would include a Commitment Sunday in April 2027 where we would celebrate what has already been given and what was pledged.

The Urgency

- Our vision for this season is clear - to multiply healthy churches in Central Wisconsin. We are excited to go new places and reach new people. According to our MissionInsite report, based on the American Beliefs Study of 2025, there are more than 894,000 people living within a 60 mile radius of Plover, and only 34.24% are involved in *any* religious community, a decrease of more than 7% since 2021! Central Wisconsin needs more healthy churches to help bring people to Christ.
- Eliminating our mortgage early would minimize the impact of the 2028 interest rate adjustment potentially saving hundreds of thousands of dollars.
- Eliminating our mortgage would allow the church to invest those hundreds of thousands of dollars towards our vision to multiply healthy churches in Central Wisconsin, while sustaining our ministry at 190 Hoover.
- The sooner we eliminate our $4M mortgage, the sooner we will have funds to move ahead with God's vision for our church.
- Now is the time for us to act. The sooner we act the more potential impact both financially and missionally.

DETAILED RECOMMENDATIONS

Based on the feedback received in the study, Church Development recommends the following actions for Woodlands Church.

1. Woodlands Church should immediately begin a three-year capital campaign with a Commitment Sunday in April 2027.

2. The campaign should focus on prayer, stewardship, and be a discerning implementation of God's will. The Prayer Team should be integrally involved in providing prayer resources for Woodlands Church to engage in prayer during the campaign.

3. Concerns that arose during the Feasibility Study should be thoroughly addressed in the campaign communication and opportunities for dialogue. The campaign should place stewardship a high priority, implementing a Stewardship Committee as the first step. Church Development would provide guidance and resources for the Stewardship Committee to assist Woodlands attendees to grow in their understanding and practice of managing God's gifts to them through time, talent and treasure.

4. Involve all Woodlands Church attendees in the dialogue about the vision of multiplying churches and ensure "due diligence" in providing clarity as to the Where, What, and Why of the vision

5. A high level of member involvement should guide the process. All attendees should be encouraged to serve on a campaign team (Prayer, Events, Thanks, Youth, Ambassador, and Communications), each team meeting 3-4 times during the campaign. The campaign would provide many ways for attendees to be involved on the teams.

6. A high level of information sharing should be available to attendees weekly through newsletters, e-blasts, videos, bulletin announcements, website, e-mails, social media and pulpit announcements.

7. The capital campaign should include a customized, comprehensive strategy to encourage estate planning gifts.

8. The donation of stocks, real estate, IRAs and mutual funds should be part of the campaign effort.

9. Potential top donors should be approached during the campaign to ensure that gifts of all sizes are included in the effort.

10. In order to meet the needs of Woodlands Church, the campaign should follow the proposed calendar in this report.

11. Three-years of Follow up: Church Development takes on more of an advisory role during the three years of follow up. A Follow up manual explains the division of labor.
    We will assist with the following:
    - Fulfilling pledges, tracking pledges and assisting with planned giving and Annual Stewardship Campaigns.

PROPOSED CAPITAL CAMPAIGN CALENDAR

SEPTEMBER 2026
Recruit Management Team attendees and begin weekly meetings.
Begin recruiting PETYAC Team co-leaders (Prayer, Events, Thanks, Youth, Ambassador & Communications Teams); provide virtual training for each co-leader.
Begin Woodlands Church-wide communications of capital campaign
Recruit Advisory Team attendees
Town Hall: FS Results

OCTOBER
Advisory Committee Meeting #1.
Host VOM with a light meal; all interested volunteers encouraged to attend; this is the official kickoff of the campaign.
Teams begin meeting individually and developing resources for the campaign (e.g., campaign prayer, event schedule, and campaign logo/slogan).
Lay speaker in service.
Top Giver Dinner

NOVEMBER
Woodlands Churchwide Town Hall Meeting - explain campaign plans.
Lay speaker in service.

DECEMBER
Volunteers continue to meet, create campaign prayer, slogan, logo
Lay speaker in service.

JANUARY 2027
Advisory Committee Meeting #2.
Town Hall
Lay speaker in service.

FEBRUARY
The Events Team begins hosting a series of events.
E-blast: campaign update

MARCH

Small group meetings
Easter Sunday
Send all commitment packet pieces to the printer.

APRIL

Continue Small Group Meetings
Final Town Hall, Events conclude.
Lay speakers in service.
Woodlands Churchwide Town Hall to summarize the projects and campaign.
Prayer and Discernment begins (14-day prayer emphasis).
Packet pick-up before and after each service (every family gets a packet).
Ambassadors begin making phone call reminders and answering campaign questions.
4/25 Host Commitment Sunday (bring completed pledge cards to Church)

MAY

Begin publicly thanking donors.
Thanks Team writes / mails personal thank you notes (continue writing thank you notes for 6-8 weeks).

June

Mail follow-up letter to all who have not yet made a gift/pledge.
Ambassadors begin making follow-up calls (continue through 6/20).

Bulletin insert #9 with next steps with the campaign projects; introduce the Follow-up Team; explain Church Development's role over the next three years of Follow up.

MAY 2027 - APRIL 2030

Three years of Follow up: Church Development takes on more of an advisory role during the three years of follow up. A Follow up manual explains this division of labor.
We will assist with the following:

- Fulfilling pledges
- Tracking pledges
- Assisting with planned giving and Annual Stewardship Campaigns