

Needs & Feasibility

Because there is no right way to build the wrong thing

Presented by:

Stephen Anderson

Church Building & Stewardship Consultant

Author of *Preparing to Build & Abundant Giving*

Needs & Feasibility

- Explanation
 - What is a Needs & Feasibility Study?
- Goals
 - What's the Target?
- Benefits
 - What's in it for Your Church?

What Is A Needs & Feasibility Study?

■ The Needs Component

- If you need to build, and why.
- What you need to build, and why.
- Where you need to build.

■ The Feasibility Component

- What can you afford to build, and how will you pay for it.
- Where you need to build.
- When you can afford to build.

What Is A Needs & Feasibility Study?

- Should Be Performed By Someone
 - Who Is Qualified
 - Equipped by training and/or experience.
 - Knows what questions to ask.
 - Knows how to translate answers in an actionable plan.
 - Who Is Objective & Impartial
 - No emotional attachment.
 - No vested interest.
 - No pet ministries or projects.
 - No peer pressure.

Understanding Needs

- Ministry & Programs
 - Separating Needs & Desires
 - Current Program and Ministry Needs
 - Future Program and Ministry Needs
 - What Does This Require Regarding:
 - Building
 - Land
 - Money
 - Ministry Dictates Need
 - Stay or Relocate (where you build)
 - Type of Building (what you build)

Financial Feasibility

■ Counting the Cost

- Counting the cost means you must “know that you know” what you can afford *before you begin to plan* the building.
- Determine a reasonable building budget.
- Your building plans must be designed to your budget, not your budget stretched to meet the plans.
- Determine a financial strategy to qualify for adequate financing.
- Develop a strategy to pay off a mortgage as quickly as prudent.

“For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it”

Luke 14:28

Feasibility

■ Land Feasibility

- What will the land support with respect to size of project and future vision?
- What zoning restrictions may apply?
- Are there adequate utilities available and/or ability to support a septic system?
- What site improvements might need to occur to support a building program?
- Will zoning and land use permit a church?

Goals

- Define Objective Criteria
 - What you need to build.
 - Why it's the *right* solution.
 - A maximum budget.
 - A plan to pay for the project without negative impact on ministry.
 - Time line to for beginning construction.

Goals

- Set Reasonable Expectations!
 - According to needs, accomodating 'wants' as the budget permits
 - According to financial ability
- Develop Support
 - Spiritually
 - Financially
 - Emotionally

Goals

■ Tactical Goals

- Build unity in the body.
- Avoid mistakes.
- Provide a clear plan & timeline.
- Provide a reasonable budget.
- Provide vision & develop confidence.
- Provide objective vision and actionable plan.
- Prepare for the architectural design process.
- Prepares the church for a capital campaign.

Goals Summarized

The goal of a needs and feasibility study is to provide a feasible and actionable plan based on objective information and due process, which will create understanding, support, and unity in the church body regarding what to do, why to do it, and how the church will pay for it.

Methodology

- Personal interviews with staff, elders, deacons, etc. to determine vision and understand the church's history.
- Personal interviews with ministry leaders to determine current and future ministry needs.
- Congregational survey.
- Area demographic study.
- Financial analysis & projection.
- Prioritization of needs and wants.

Methodology

- Attendance analysis & projection.
- Site evaluation.
- Discussion with local officials as required:
 - Building
 - Fire
 - DOT
 - Zoning
 - Etc.

Benefits

- Higher Level of Satisfaction

- Quoting from the 2005 Rainer Group study on the impact of building programs:

“We did find a strong correlation in overall satisfaction with the building project if a feasibility study was conducted. The disappointment, however, is that only one-third of the churches conducted a feasibility study.”

- You are going to spend a lot of money on building, you should do everything you can to make sure you are happy with the outcome.
- What you *think* you know can hurt you, what you *know* you know can only help you.

Benefits

- Reduction in Risk
 - The application of experience and due process by someone experienced in church design, church growth, and church construction cannot help but reduce risk.
 - Financial risk.
 - Risk of disunity.
 - Risk of poor results, or even failure.
 - Risk of losing confidence or momentum.

Benefits

- Improved Functionality

- Based on objective factors, not subjective ideas.
- Based on prioritized needs as quantified by surveys, interviews, and analysis.
- A balance of space that is correctly proportioned to maximize long term value at the lowest cost.
- Increases the effectiveness of ministry.

Benefits

- Reductions In:
 - Fear, uncertainty, and doubt (FUD).
 - Stress and undue wear and tear on church staff.
 - Costly mistakes.
 - Time spent planning.
 - Wasted time and effort.

Benefits

- A needs and feasibility study is the key to **maximizing** the church's **satisfaction** while **minimizing** the **risk** in building.
- A needs and feasibility study provides:
 - A plan for execution,
 - Unity to the church, and
 - The foundation for the next steps of design, financing, & construction.

Summary

- Few church leaders are equipped by training or experience to lead their church in a building program in the most effective manner.
- A church building program is too complex, too expensive and too critical to the future of your ministry to do less than the best possible effort.
- There is no shame in getting outside help for your building program; both Moses and Solomon had help from outside “the church” in their building programs.
- Reduces stress, cost, effort, uncertainty, and disunity.
- The cost of a study is far less than the cost of not doing one.

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