



# Thank You for Your Insights!

## Campaign Planning Study Overview

In October, Temple Sinai retained CCS Fundraising to conduct a Planning Study to seek guidance from our congregants on a proposed plan to raise \$11,000,000 to improve facilities and increase our endowment. Through 53 strategic discussions and over 600 e-survey responses, the study measured our ability to successfully move forward with a comprehensive campaign. CCS reported receiving a record number of responses to the e-survey in this planning study, which increases the validity of the findings and our confidence in the recommendations.

## Key Findings

### Overall Perception

94%

of respondents have either a "Very Positive" or "Positive" view of Temple Sinai, which is higher than the 90%\* average favorability rating among other synagogues.

### Overall Perception

84%

of respondents had either a "Very Positive" or "Positive" response to our Preliminary Case for Support.

### Most-Cited Strengths

- Clergy
- Welcoming Community
- Social Action
- Services and Ritual Programming

### Most-Cited Challenges

- Worn Facilities
- Decline in Religious Affiliations Nationally
- Parking/Transit
- Size of Congregation

### Representative Comments and Suggestions

- "The levels of energy and enthusiasm paired with the worn facility makes for a compelling case."
- "Accessibility is crucial and there is a clear need for space."
- "All of the improvements being considered sound great."
- "Expanding and renovating the Temple should be a top priority."

\*Please note: All benchmarking statistics come from an average of 10 planning studies conducted at other



## Key Findings (Continued)

### Volunteer Leadership



Over **52%** of study participants (from the in-person discussions and the e-surveys) indicated their willingness to take on a volunteer leadership role or serve on a committee in a comprehensive campaign at Temple Sinai.



**98%** of interviewees are willing to make a gift to the campaign. Over **500** survey respondents indicated their willingness to make a gift.

### Campaign Case and Plan

**88%** of interviewees felt now is the right time to move forward with a campaign at Temple Sinai, compared to an overall average of **76%\***.



Congregants suggested an emphasis on the unique intergenerational role the Temple plays in a Jewish family's life in the campaign.

### Recommendations

With the positive feedback and input that was received, CCS has recommended that we continue forward in a comprehensive campaign with a goal of at least \$8,000,000 with the hopes that early success will enable us to do much more. Our Case for Support was strong and well-received. We will continue to improve it based on your input and use it to unite Temple Sinai in achieving our common goals. With a compelling and enhanced Case for Support, we are confident that we will be able to raise much more than our initial goal. We will be discussing the next steps of the campaign planning process with our Board of Trustees and congregation members. It will also be important to continue to engage you, as volunteer leaders, as we move forward. We will keep you updated on our progress.

**Thank you again for providing your insights during this important planning process. The responses we received were very encouraging and we will incorporate your suggestions as we develop our campaign strategy. Over the coming weeks, we will offer opportunities for continued engagement in the campaign process!**