

November 5, 2025

The following is an executive summary of the most pertinent observations and recommendations important to the work of Bullard Methodist Church's (BMC) Winter 2026 Capital Campaign.

## OBSERVATIONS & CONCLUSION

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1. **Eighty-four percent (84%)** felt BMC has an "exciting or good" plan for its capital campaign, 15% felt it was an acceptable plan, and only 1% felt it was the wrong plan.
2. **Eighty-nine percent (89%)** felt the proposed plans will help the church better live into its mission (10% unsure) and only 1% felt that it would not help the church's mission.
3. **Ninety-three percent (93%)** felt they understood the proposed rationale (6% unsure) for a campaign and only 1% said they did not understand the plan.
4. **Ninety-nine percent (99%)** believe Pastor David is the right pastoral leader for this campaign (1% unsure).
5. **Ninety-nine percent (99%)** of those surveyed said the expanded foyer and entrance was important or very important. **Ninety-five (95%)** of those surveyed said unifying and updating the worship space was important or very important.
6. **Thirty-two (32) households** were supportive or very supportive of replacing pews with chairs, **13** were neutral, and **34** were not supportive or adamantly opposed.
7. **Forty-four (44) households** were supportive or very supportive of retractable shades for the stained glass, **19** were neutral, and **16** were not supportive or adamantly opposed.
8. **Seventy-four (74) households (93% of those surveyed)** indicated a willingness to make some level of contribution to the campaign. Nineteen (19) households indicated potential gifts of \$25,000 or greater, including three greater than \$100,000, one of which has indicated \$500,000.
9. **Conditions currently exist for a successful 3-year capital campaign in the range of \$1,750,000-\$2,350,000. BMC is in an excellent position to be led through a successful Winter 2026 capital campaign.**

## RECOMMENDATIONS & KEYS TO SUCCESS

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1. Horizons recommends a robust lead gift strategy to secure the top 3-5 necessary commitments as soon as possible. Then from there we will want to finish securing the next 10-15 largest commitments by mid-January.
2. Because of the significant resistance and numerous comments about removing the pews, Horizons recommends not putting chairs in the sanctuary so as to not distract from the overall direction of the campaign.
3. Because it's a very real possibility that we may not raise the full \$2.5M, the Board of Stewards needs to engage in a thorough discussion about its willingness to assume additional debt and define the maximum amount it would be comfortable taking on. This conversation should be paired with a careful evaluation of the pros and cons of including the second-floor space in the project scope.
4. Work closely with your ministry strategist to develop a robust communication plan to engage the 50+ households who have yet to have any engagement in the Pre-Campaign process.
5. Church leaders emphasize faith, prayer, and sacrificial giving as a means to a deeper spiritual walk with God. This campaign will be seeking something for BMC members more than from them.
6. Constant communication and transparency throughout the campaign and follow-up will be essential to our success.