



PLANNING STUDY RESULTS

Thank you for participating in this campaign preparation process. Your participation was critical as leaders of the Sutton Community Home and the Sutton Community Home Foundation determined how best to move forward with plans to renovate the home. Here are the results from the study and details about the decision to move forward with a campaign:



NUMBER OF PEOPLE PARTICIPATING IN THE PLANNING STUDY:



105
Personal Interviews
were conducted

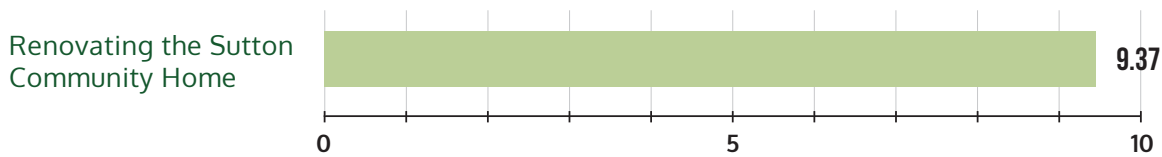


33
Mail and On-line
Surveys were completed



96%
were in favor of
a campaign

PARTICIPANTS RATED THE GOAL AS A HIGH PRIORITY:



OBSERVATIONS

- Study participants view the Sutton Community Home as a bedrock in the community that provides a place for loved ones to live that is close and convenient. They acknowledge that it is one of the larger employers in the area that impacts many local businesses and the overall prosperity of the Sutton community.
- Participants understand that the home needs updates and this renovation project must be completed sooner versus later. The overall response to this project being a high priority in the community is extremely strong.
- There is a general feeling that launching this project may be more challenging because of past attempts that never materialized. Participants want to see evidence that the project is moving forward.
- The general consensus is that this project is overdue and it is time to act.



FUNDRAISING POTENTIAL

The Steier Group, which is based in Omaha and conducted the study, projected that the Sutton Community Home and Foundation could raise \$1.8 million to \$2.5 million in a capital campaign. The funding range is based upon the findings from the planning study and does not include other potential sources including foundations and grants. Members of both boards reviewed the Steier Group's projection and recommendation and agreed to move forward in a campaign.

RECOMMENDATIONS

Based on the information gathered, representatives of the consulting company reported their findings and recommendations to the Foundation and Home Boards on February 22, 2024. From the observations made and the additional responses to survey questions, the Steier Group provided the following recommendations:

- Finalize the campaign costs – the Sutton Community Home's leaders should use the preparation phase to finalize the project (including consultant) plans and costs.
- Recruit a strong campaign leadership team – it is critical to recruit leaders across an age range and community demographic – work to include leaders from the business, agriculture, health care and other sectors and expand to areas surrounding Sutton.
- Implement a comprehensive communications plan – design a comprehensive communications plan that will educate donors on the organization's needs – key to the communication plan will be telling the story of the residents who call the Sutton Community Home their home – where would they go – and where would they be – without the Sutton Community Home.
- Finalize cultivation and solicitation strategy – work to incorporate gifts of land, grain, livestock, RMDs and other vehicles to increase the breadth of support the home may receive.
- Promote planned giving – develop a strategy to promote planned giving and memorial gifts and make this process available to the entire community.

Your input has been extremely beneficial and will help to ensure the success of our coming campaign.

