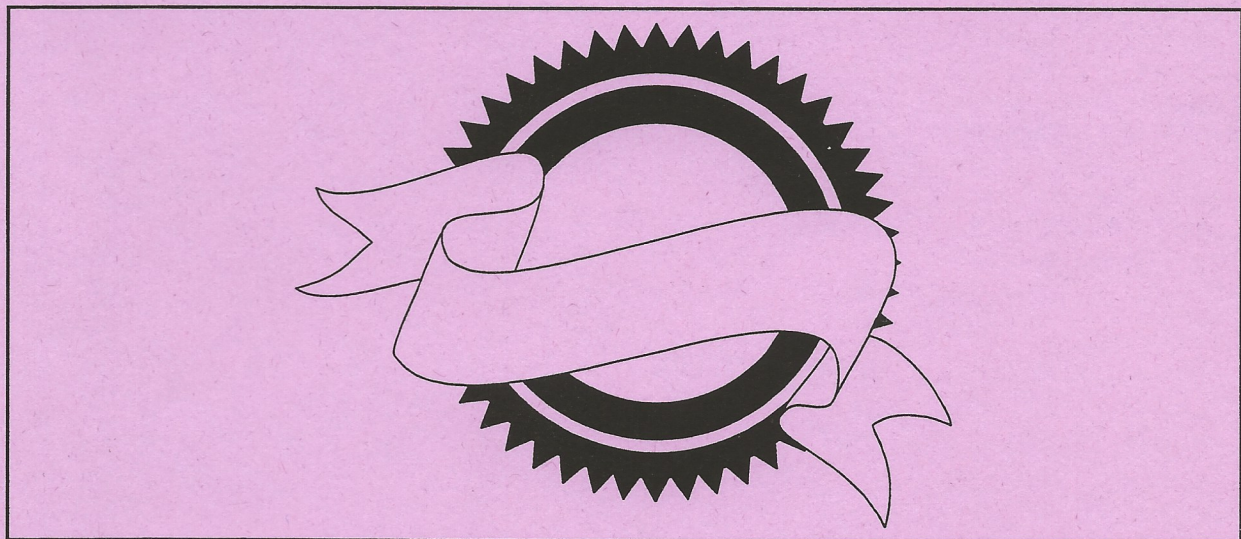


**Office of Information and Research**  
**Report 14**

**Field Test of a Program  
to Replace Ingathering**



**Seventh-day Adventist Church**

North American Division of the General Conference  
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## **Executive Summary**

### **Field Test of a Program to Replace Ingathering**

The 1993 Year-End Meeting of the North American Division executive committee mandated pilot projects to field test a new program that may eventually replace the Ingathering program. These **field tests are being conducted in 1995 and 1996**. At the close of the 1995 campaign, **150 pastors and lay leaders in participating churches were interviewed by telephone**.

Local church leaders give a **very positive evaluation of the Campaign for Community materials**. Each respondent was asked to give a "grade" of A, B, C, D or F to each of the key items. The majority give all materials an "A." Nine out of ten give the materials either an "A" or a "B."

**Three out of four local church leaders gave money to Campaign for Community or got personally involved** in some aspect of the campaign. Pastors, community service directors and church treasurers are more likely to be personally involved. Youth leaders and communication secretaries are less likely to be involved.

Campaign for Community is an effective witnessing program. Of the 47 respondents who were involved in some form of public contact -- sharing a brochure with a non-Adventist friend, business contacts, door-to-door contacts, putting up posters, showing a video, or telephone solicitation -- **nearly four out of five report they did have an opportunity to witness to someone**.

Half of local church leaders indicate that involvement of church members in Campaign for Community is about the same as it was with Ingathering. **One in four report that more church members got involved**. Church leaders in Portland and Takoma Park are significantly more likely to see an increase in member involvement. These are urban communities where involvement in Ingathering has declined in recent years.

**A solid majority of congregational leaders feel that their members are more positive about Campaign for Community than they have been about Ingathering**. This improvement in church-member attitude is a key goal of the new program.

**Nearly two-thirds of local church leaders believe that non-members in the community feel more positive about Campaign for Community than they did about Ingathering**. Almost all of the respondents who feel the community is less positive are from small, rural churches where there has been a strong tradition of Ingathering.

Four out of five **local church leaders are satisfied with the program of the local ADRA Affiliate agency** that played a key role in their Campaign for Community. This is validated both by asking three different kinds of evaluative questions. Pastors are twice as likely to have a negative evaluation as are lay leaders. This underlines a consistent "blind spot" on the part of Adventist clergy concerning the importance that church members attach to a strong Adventist community service program.

When asked directly, **"Do you believe it is important for the Adventist denomination to have a strong, visible program in the community helping people who are poor and in need?" ... every respondent says, "Yes," except for one individual.** Local leaders see this as a very important priority for the church, although it may not be seen with the same urgency by denominational leaders at other levels. Clearly a new program to replace Ingathering, or the continuation of the Ingathering program, cannot succeed without the development and maintenance of a strong, local community action program by the Adventist Church. It cannot succeed just on the basis of ADRA's work overseas.

### **What Should Happen With the Results of this Field Test?**

At the end of the interview, each local leader was give six options and asked which one he or she would recommend for the next step in this process of field-testing a possible replacement for Ingathering:

1. Go back to the Ingathering program.
2. Replace Ingathering with Campaign for Community.
3. Make some modifications, but go back to Ingathering.
4. Make some modifications and keep the new CFC.
5. Develop a program different from both.
6. Drop the whole idea and do nothing.

**Four out of five local church leaders want to replace Ingathering with the Campaign for Community program.** There is a strong mandate for change from the local church leaders participating in the pilot projects and a very positive over-all response to the new program being field tested.

NAD Office of Information & Research  
Report 14  
March, 1996



## Introduction

The 1993 Year-End Meeting of the North American Division executive committee mandated pilot projects to field test a new program that may eventually replace the time-honored Ingathering program. These field tests are being conducted in 1995 and 1996. This report contains information from 150 telephone interviews conducted with pastors and lay leaders in local churches participating in the pilot projects after the close of the 1995 campaign.

A total of 50 local churches participated during 1995 in five field tests of the new program which is called "Campaign for Community." Each field test includes a cluster of local churches and an ADRA Affiliate local community service agency.

The Georgia-Cumberland Conference has two pilot projects, one in Tennessee based at the Good Samaritan Center in Chattanooga and involving 13 churches during 1995, and another in Georgia based at the South Georgia Adventist Community Services and involving 22 churches in 1995. The Oregon Conference, Potomac Conference and Illinois Conference each conducted a single pilot project in 1995 -- one in Portland involving 8 churches and based at Portland Adventist Community Services (PACS), one in Takoma Park involving 6 churches and based at Silver Spring Adventist Community Services, and one in Alton which ended up with only a single congregation in collaboration with River Bend Adventist Community Services.

The Chattanooga, Portland and Takoma Park field tests consist largely of urban and suburban congregations. The Illinois and Georgia field tests consist of small town and rural churches. The ADRA Affiliate agencies in Chattanooga, Portland and Takoma Park have long histories and are well-established local institutions. The ADRA Affiliates in Illinois and Georgia were begun in the last couple of years in the aftermath of major flooding disasters.

The telephone interviews were conducted by the Pacific Union Church Resource Center during January, 1996, immediately after the close of the 1995 campaigns on December 31. A team of experienced interviewers used a prepared script with structured questions, including three open-ended questions. A copy of the interview script is included in the appendix of this report.

Jose Chavanz-Q., research director for Pacific CRC, conducted a computer analysis of the completed interview sheets and prepared the raw data tables upon which this report is based. Dan Savino, director of the Pacific CRC, provided overall supervision for the survey.



All sample surveys are subject to sampling error. In this survey the error factor is about 7 percentage points (plus or minus) at the 95% confidence level. Additional information about sampling error is given in the Technical Appendix.

The sample for this survey consists of all of the pastors of the 50 participating churches, and key lay leaders from each congregation. Two or three interviews with lay leaders were to be completed in each congregation. Contacts were made with the first elder, treasurer, personal ministries or outreach leader, community services director, youth ministries leader or communication secretary, depending on who was available at the time the interviewer worked his or her way through the list of church officers. The completed interviews upon which this report is based are displayed according to church office in Table 1 and according to pilot project in Table 2.

All of the church leaders contacted by interviewers indicate that they have heard about Campaign for Community, although 7 said they were not aware that it is a new program to replace Ingathering. Those seven are all lay leaders, not pastors, and located in Georgia or Tennessee.

Monte Sahlin  
March 1996

**Table 1**  
**Respondents by Church Office**

---

Pastors	37	25%
First Elders	22	15%
Church Treasurers	24	16%
Personal Ministries/Outreach Leaders	22	15%
Community Service Directors	21	14%
Youth Ministries Leaders	11	7%
Communication Secretaries	13	9%

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**Table 2**  
**Respondents by Location**

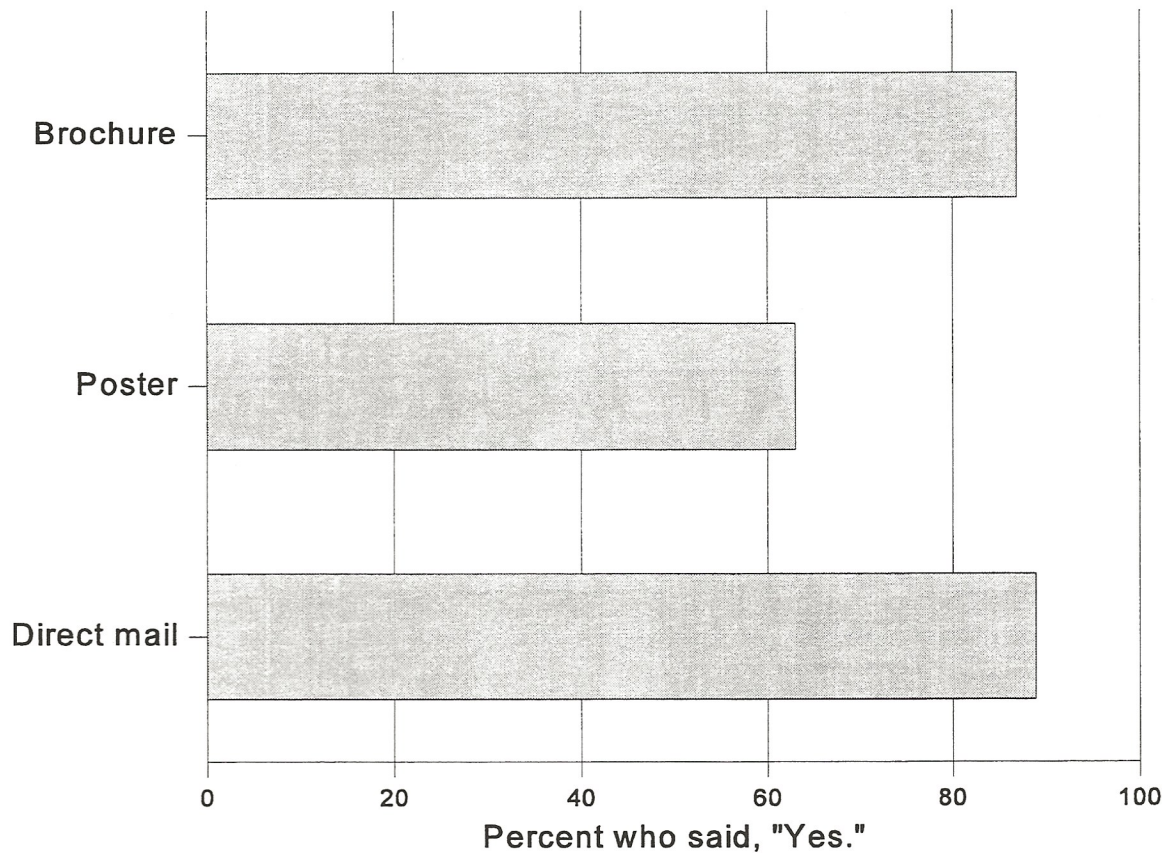
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Georgia	91	61%
Illinois	2	1%
Maryland	4	3%
Oregon	6	4%
Tennessee	47	31%

---



# Saw Experimental Materials



Nearly nine out of ten local church leaders saw the Campaign for Community brochure and the direct mail package sent to church members. About two-thirds saw the poster.

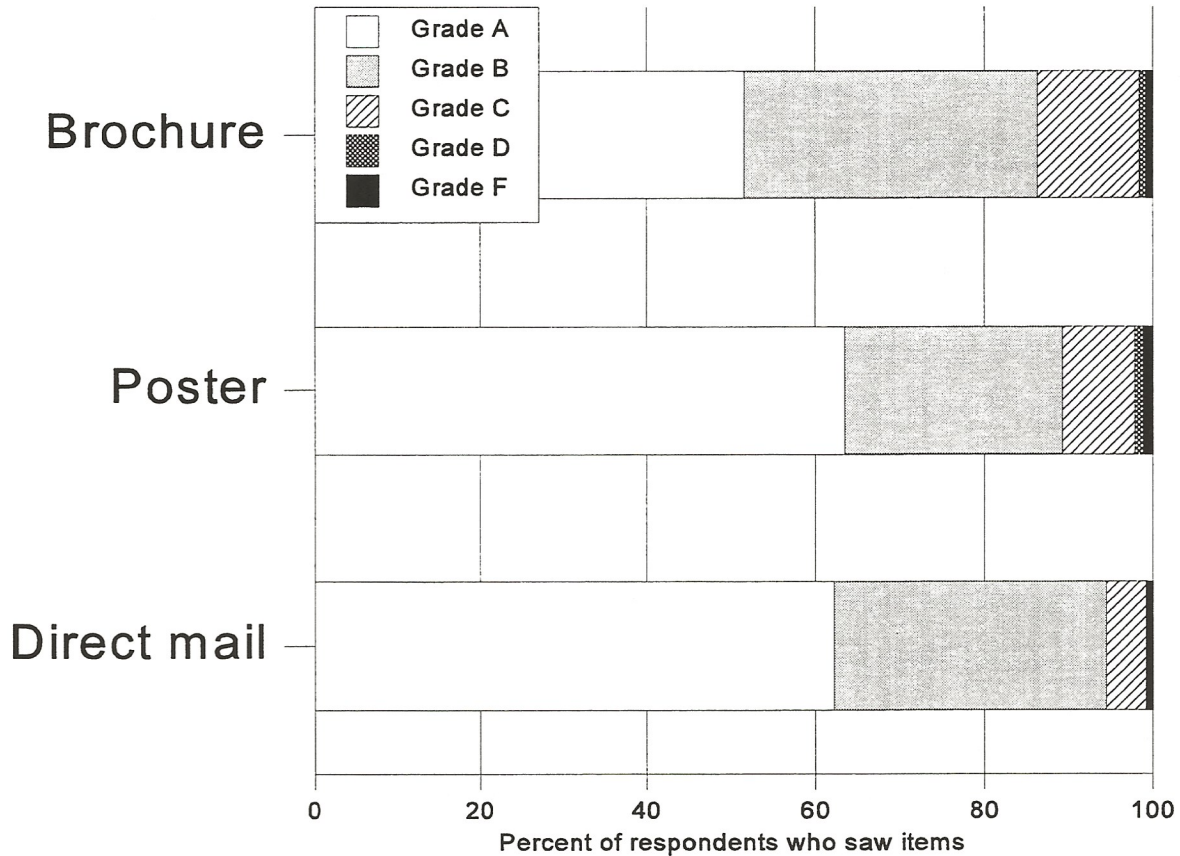
These materials were specifically prepared for each of the five pilot projects, and were quite different from the standard Ingathering materials used in all of the other churches across North America. Local photographs,

information on the program of the local ADRA Affiliate agency, and the specific, local purposes to which all of the funds would go were included in these materials.

Respondents in Alton, Takoma Park and Chattanooga were less likely to see the poster. Church treasurers and personal ministries leaders were less likely to see the brochures.



# Evaluation of Materials



Local church leaders give a very positive evaluation of the Campaign for Community materials. Each respondent was asked to give a "grade" of A, B, C, D or F to each of the key items. The majority give all materials an "A." Nine out of ten give the materials either an "A" or a "B."

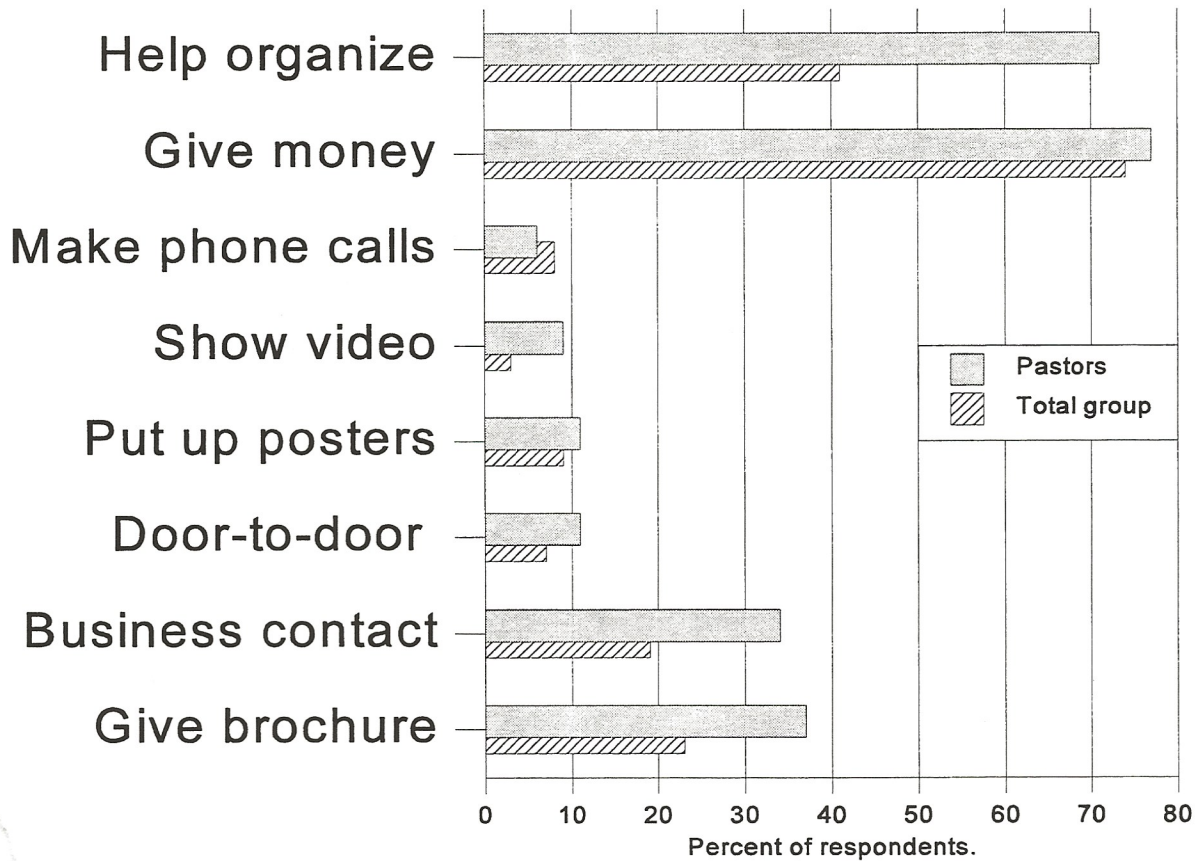
There is slightly less satisfaction with the brochure than the other

materials. Focus group research and debriefing sessions in each of the five sites indicate that this is due to insufficient time to allow for local re-writing of the materials when they come from the professional writer.

Only one respondent consistently graded all materials with an "F." This is a church treasurer who is obviously disgruntled about something.



# Personal Involvement of Congregational Leaders



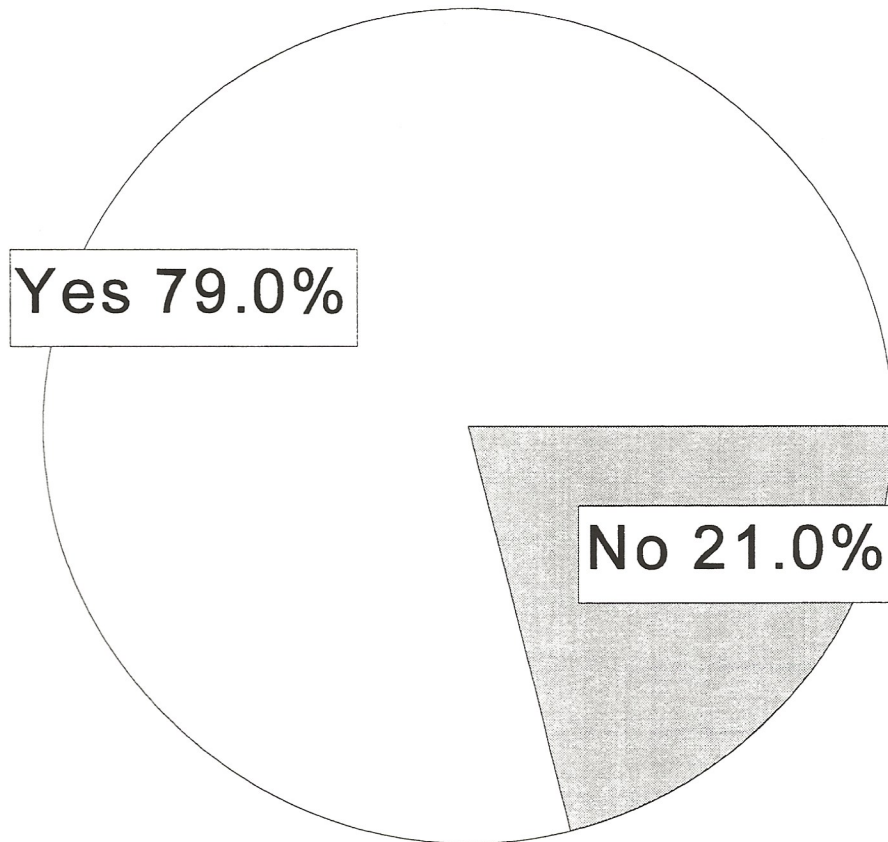
Three out of four local church leaders gave money to Campaign for Community or got personally involved in some aspect of the campaign. Pastors, community service directors and church treasurers are more likely to be personally involved. Youth leaders and

communication secretaries are less likely to be involved.

Comparing the five sites, local church leaders in Takoma Park are less likely to become personally involved, except in telephone solicitation.



## Did You Find Opportunity to Witness?

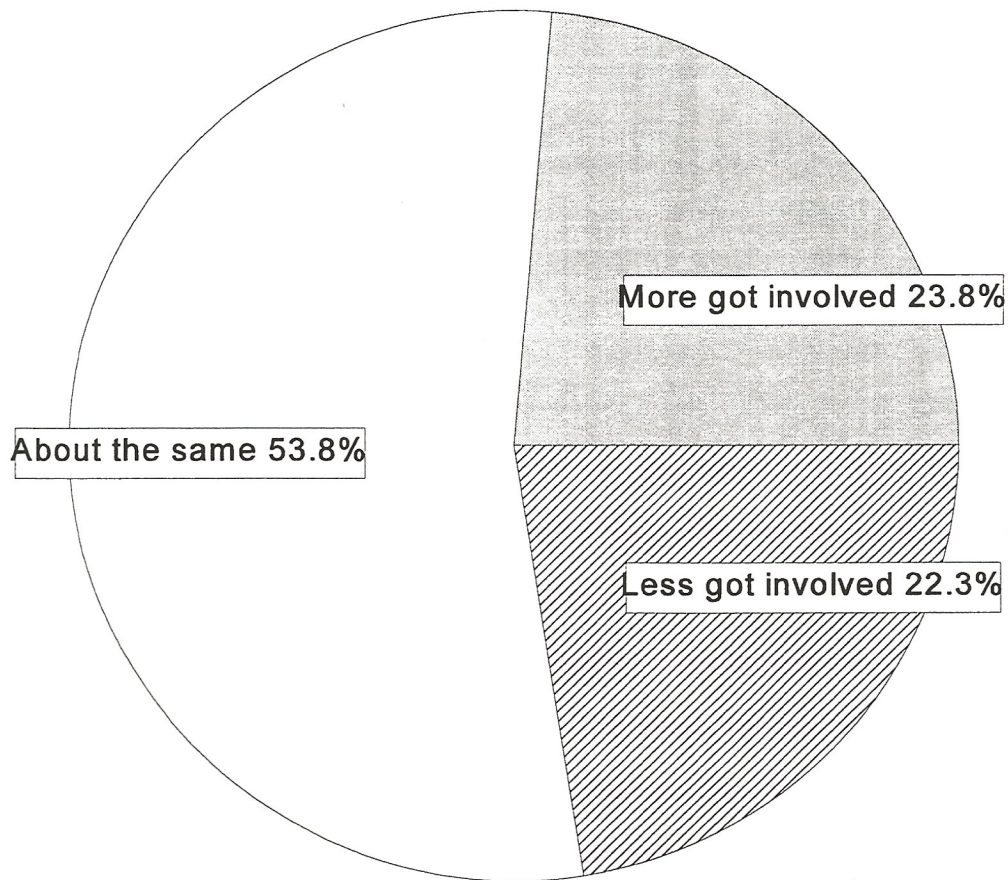


A key goal of Campaign for Community, as has been true with Ingathering, is to find opportunities to share a spiritual witness with non-members. Of the 47 respondents who were involved in some form of public contact -- sharing a brochure with a non-Adventist friend,

business contacts, door-to-door contacts, putting up posters, showing a video, or telephone solicitation -- nearly four out of five report they did have an opportunity to witness to someone. Campaign for Community is an effective witnessing program.



# Involvement of Church Members

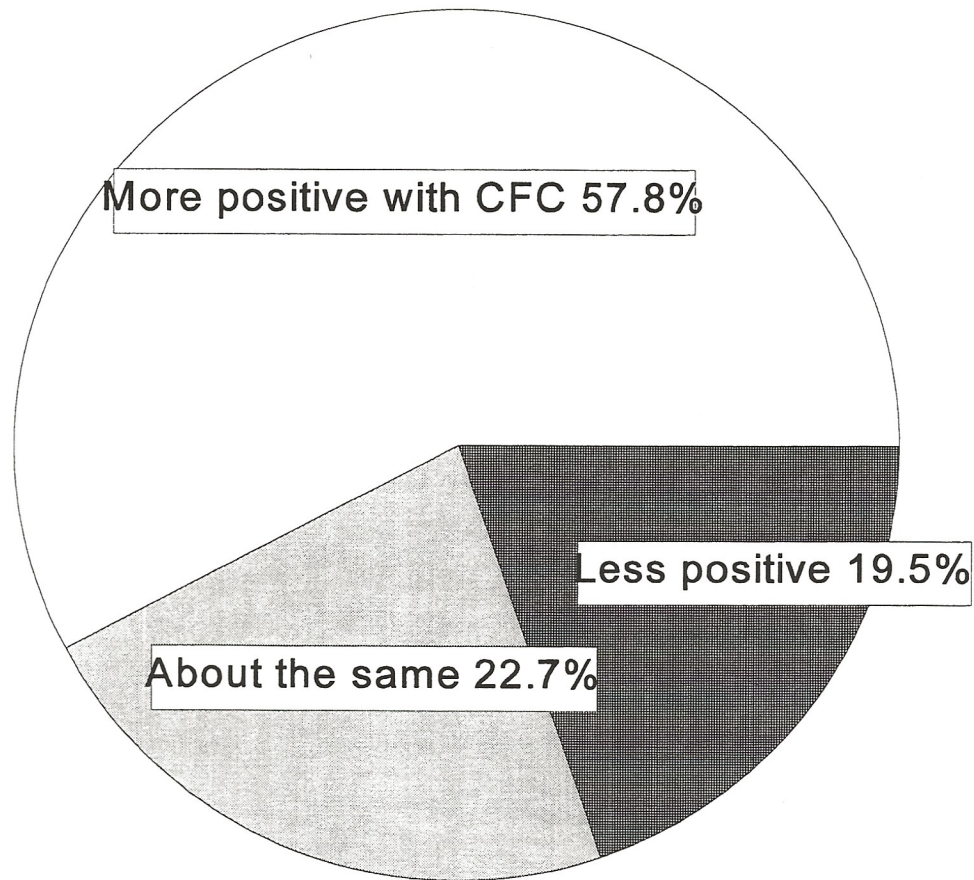


"Is it your general impression that with Campaign for Community more church members got involved than with Ingathering last year?" Half of local church leaders indicate that it is about the same, while one in four report that more church members got involved.

The church leaders reporting a decrease in member involvement are all

from the Georgia-Cumberland Conference which has traditionally had a very strong Ingathering program. Church leaders in Portland and Takoma Park are significantly more likely to see an increase in member involvement. These are urban communities where involvement in Ingathering has declined in recent years.

# Attitude of Church Members



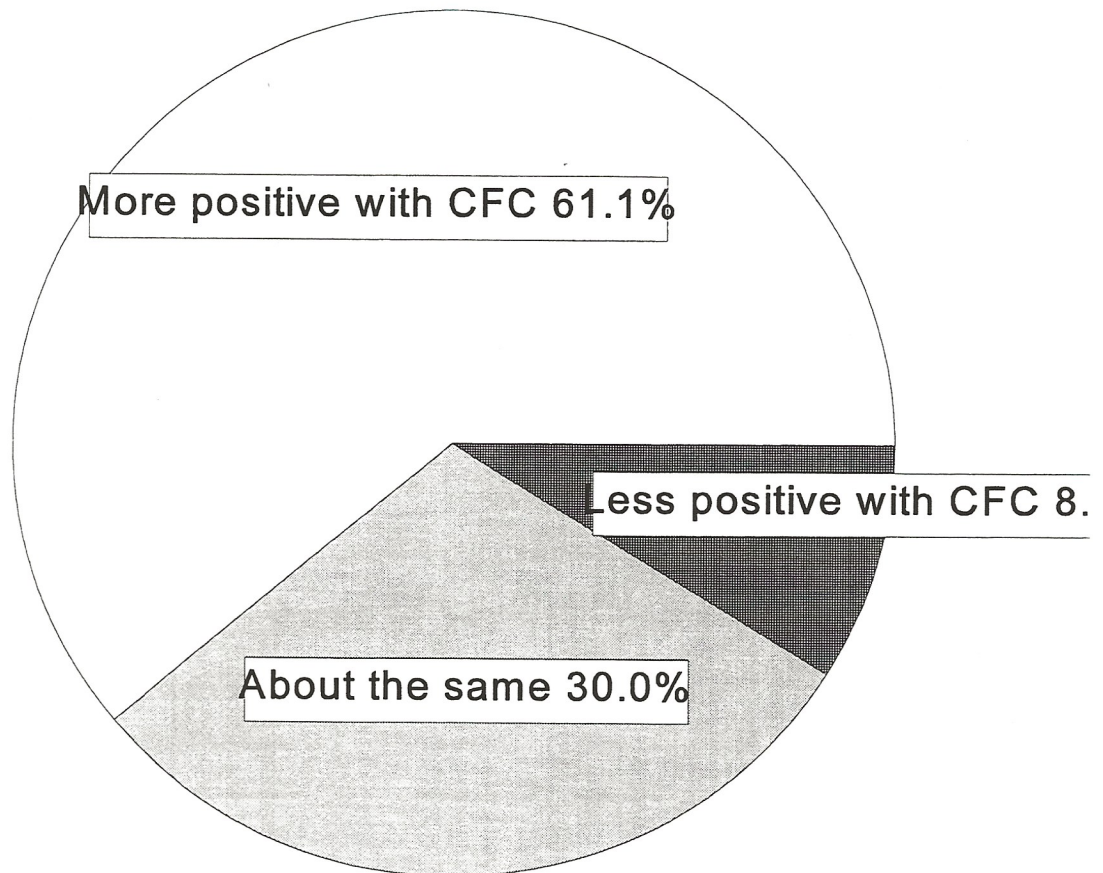
A solid majority of congregational leaders feel that their members are more positive about Campaign for Community than they have been about Ingathering. This improvement in church-member attitude is a key goal of the new program.

In Portland and Takoma Park, all of the respondents say they think their

members are more positive about the new program. These are urban communities where major negative feelings about the Ingathering program have been expressed in recent years. Clearly, the change to a new program has improved these attitudes, even if it has not resolved all of the issues involved.



# Attitudes in the Community

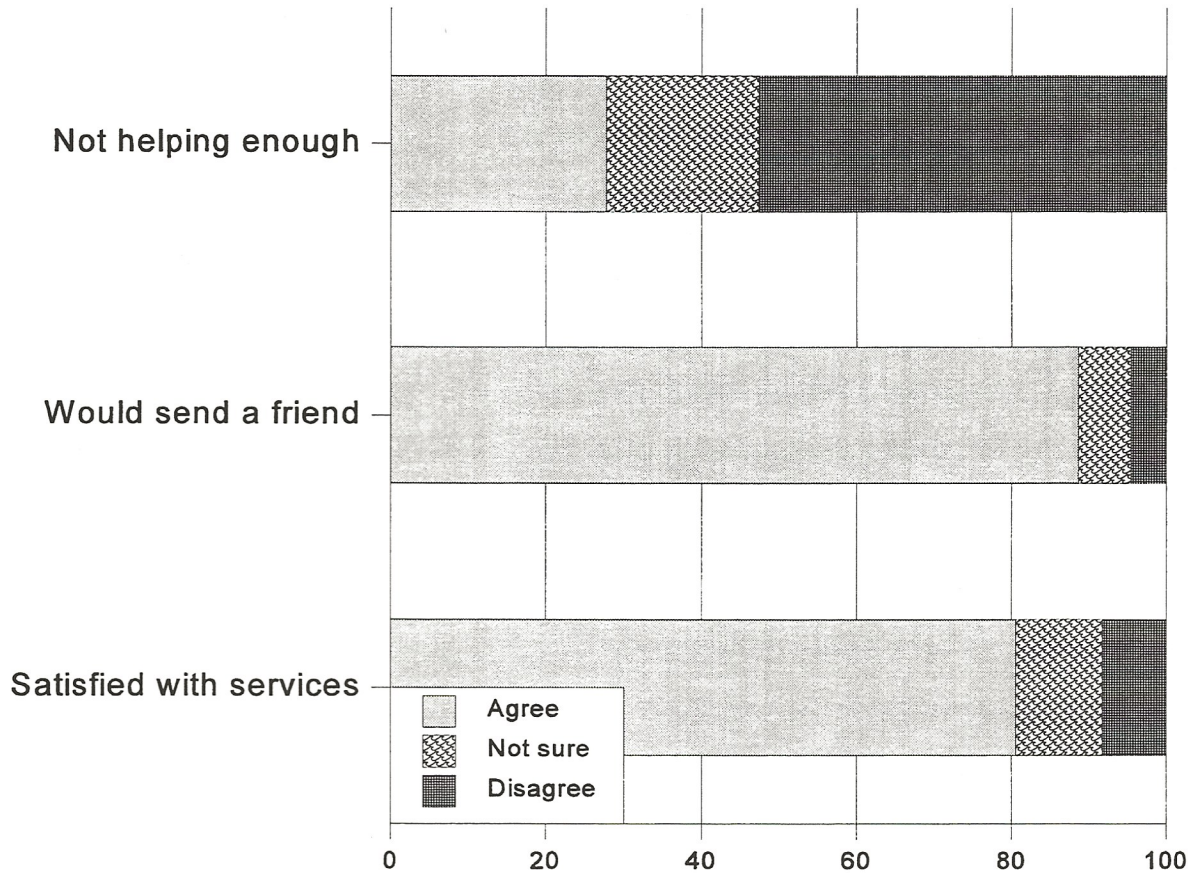


Nearly two-thirds of local church leaders believe that non-members in the community feel more positive about Campaign for Community than they did about Ingathering. Only church treasurers are less likely to agree.

Almost all of the respondents who feel the community is less positive

are from Georgia. The ADRA Affiliate agency in this project is the newest of the five participating local agencies. At the time of the 1995 campaign it had yet to establish a clear record of activity in the many, scattered small towns involved in this cluster. This project also covers a larger area than the others.

# Evaluation of Local ADRA Affiliate Agencies



Four out of five congregational leaders are satisfied with the program of their local ADRA Affiliate agency. This is validated both by personalizing the question -- "would you send a friend who is need?" -- and by a reverse question; is the local agency "not helping enough people?"

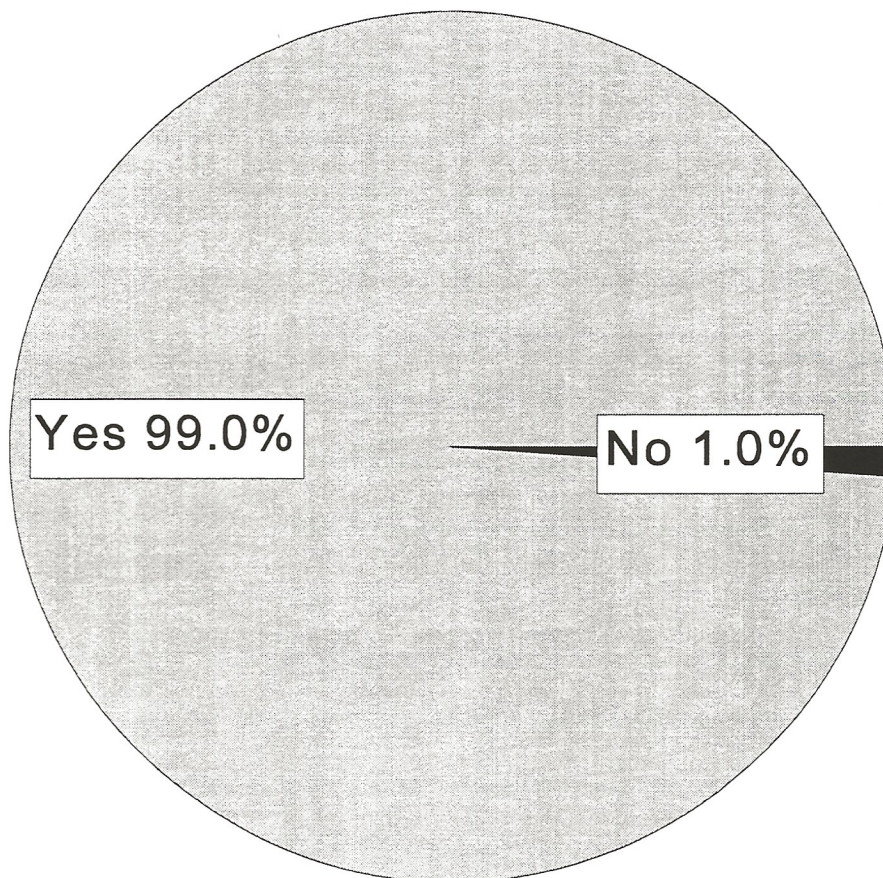
Pastors are twice as likely to have a negative evaluation as are lay leaders. This underlines a consistent

"blind spot" on the part of Adventist clergy concerning the importance that church members attach to a strong Adventist ministry of compassion.

One church treasurer in Georgia was the only respondent to consistently select the most negative evaluation possible. This individual may be unhappy about something other than this project.



## How Important is an Adventist Community Action Program?

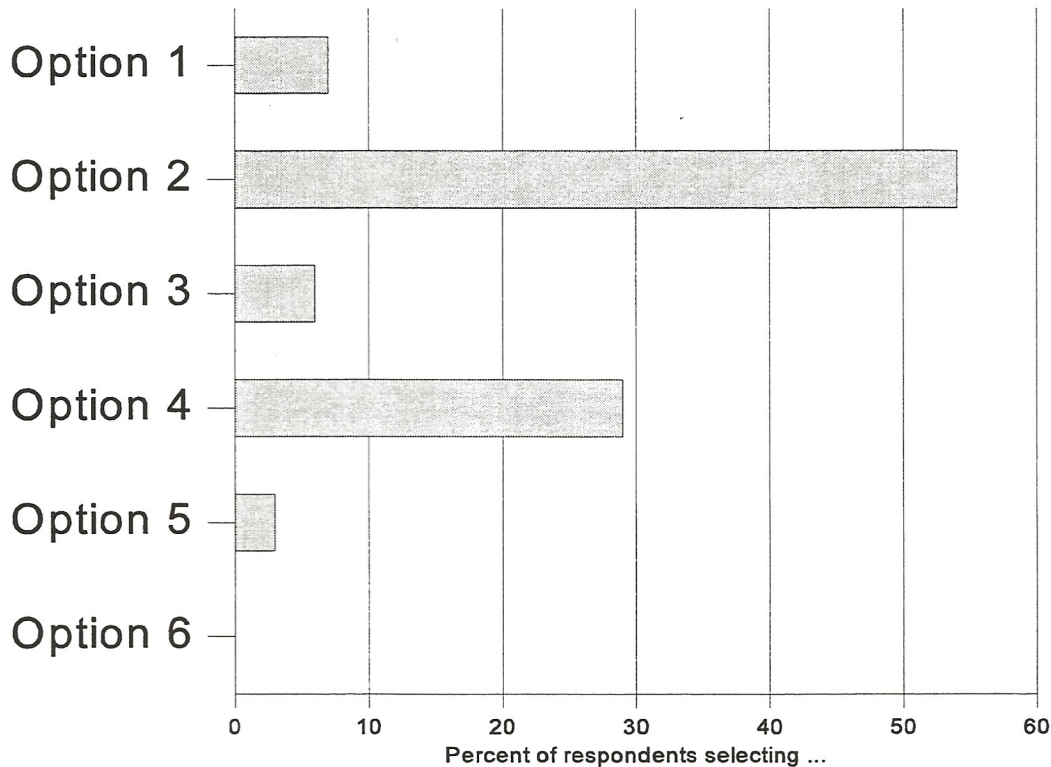


"Do you believe it is important for the Adventist denomination to have a strong, visible program in the community helping people who are poor and in need?" Local church leaders were asked this question to test the tie-in between activities such as Ingathering or Campaign for Community and a strong, local community service program.

Every respondent says, "Yes," except for one local elder. Local leaders

see this as a very important priority for the church, although it may not be seen with the same urgency by denominational leaders at other levels. Clearly a new program to replace Ingathering, or the continuation of the Ingathering program, cannot succeed without the development and maintenance of a strong, local community action program by the Adventist Church. It cannot succeed just on the basis of ADRA's work overseas.

# What Should Happen Next as a Result of these Field Tests?



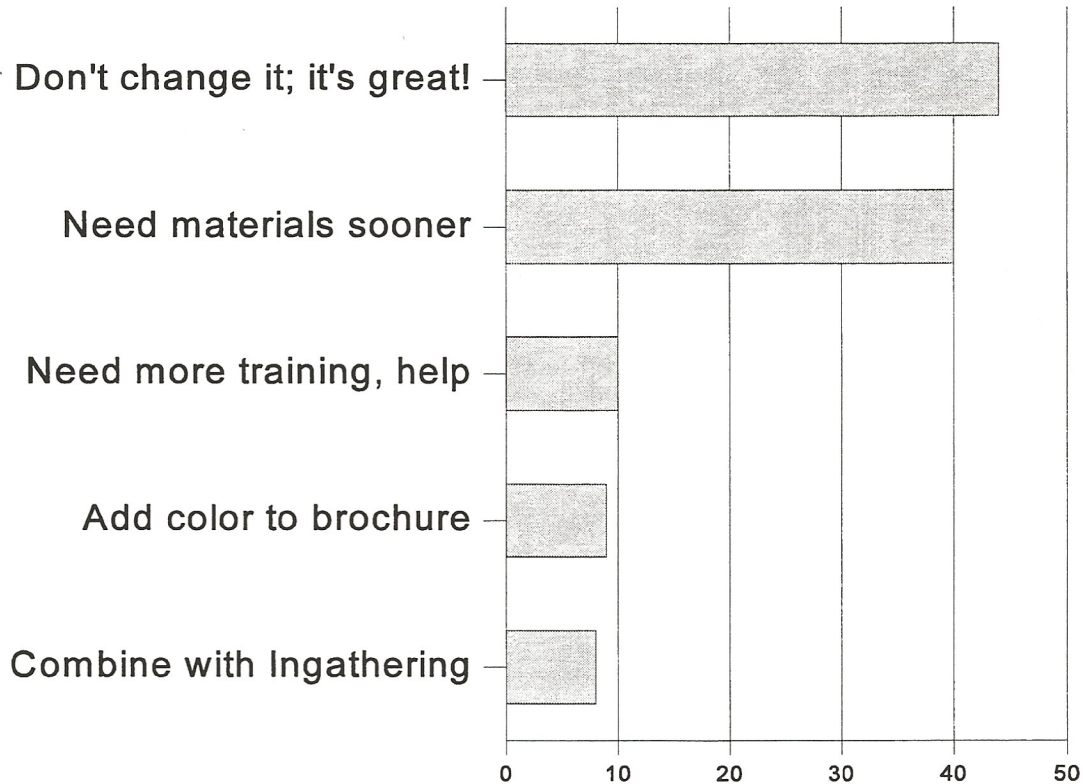
1. Go back to the Ingathering program.
2. Replace Ingathering with Campaign for Community.
3. Make some modifications, but go back to Ingathering.
4. Make some modifications and keep the new CFC.
5. Develop a program different from both.
6. Drop the whole idea and do nothing.

Four out of five local church leaders want to replace Ingathering with the Campaign for Community program. There is a strong mandate for change from the local church leaders participating in the pilot projects and a very positive over-all response to the new program being field tested.

Among the respondents, only a few pastors state that they want to develop a program that is different from both Ingathering and CFC. Only a clear minority of respondents in one conference want to go back to the traditional Ingathering program.



# What Modifications Are Needed in Campaign for Community?



In an open-ended question, respondents were asked to suggest changes that should be made in the 1996 Campaign for Community. The largest number immediately said they liked the new program and could not think of any modifications that were needed in it.

The responses given by the second largest cluster were requests that the production of materials be speeded up and made available to the local sites much earlier. Especially in

small towns, many people start making contacts in the community early in the fall, even before Labor Day.

The other suggestions made by more than one or two respondents were requests for more training and consultant help in becoming knowledgeable about a new program, the addition of full color to the print materials, and the retention of features of the Ingathering program in the new program.

## Technical Appendix

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error. That is, the extent to which the results may differ from what would be obtained if the whole population had been interviewed. The size of such sampling errors depends on the number of interviews or questionnaires.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 percent of the time, assuming the same sampling procedures, the same interviewers and/or the same questionnaire.

Table A shows how much allowance should be made for the sampling error of any percentage reported. This table would be used in the following manner: If a reported percentage is 33 for a groups includes 1,250 respondents ... then, go to row "percentages near 30" in the table and go across to the column headed "1250." The number at this point is 3, which means that the 33 percent obtained in the sample is subject to a sampling error of plus or minus 3 points. This means that very probably (95 chances out of 100) the true figure would be somewhere between 30 and 36, with the most likely figure the 33 obtained in the survey.

In comparing survey results in two sub-samples, for example, men and women, the question arises as to how large a difference between them must be before one can be reasonably sure that it reflects a real difference. Table B and Table C indicate the number of points which must be allowed for in such comparisons to make them "statistically significant." Table C is for percentages near 20 or 80. Table B is for percentages near 50. For percentages in between, the factor to be allowed for is between those shown on the two tables.

Here is how these tables are used: If 50% of men respond a certain way and 40% of women respond that way also, for a difference of 10 percentage points between them, can we say that the 10 point difference reflects a real difference between the two groups on that question? Let's say the sample contains about 750 of each gender.

Since the percentages are near 50, consult Table B. Since the total sample is 1500, look for the number in the column headed "1500." Since the two sub-samples are 750 persons each, look for the row designated "750." Where the row and column intersect, you will find the number 5. This means that the difference between the two groups must be greater than 5 percentage points to be "statistically significant." In other words, we can conclude with considerable confidence that a real difference exists in the answers of men and women to this question.



**Table A**  
**Recommended Allowance for Sampling Error**

<b>Size of Sample ...</b>	<b>1500</b>	<b>1250</b>	<b>1000</b>	<b>750</b>	<b>500</b>	<b>250</b>	<b>100</b>
Percentages near 10	2	2	2	3	3	5	7
Percentages near 20	3	3	3	4	4	6	10
Percentages near 30	3	3	4	4	5	7	11
Percentages near 40	3	3	4	4	5	8	12
Percentages near 50	3	3	4	4	5	8	12
Percentages near 60	3	3	4	4	5	8	12
Percentages near 70	3	3	4	4	5	7	11
Percentages near 80	3	3	3	4	4	6	10
Percentages near 90	2	2	2	3	3	5	7

**Table B**  
**Recommended Allowance for Sampling Error of the Difference**  
**In Percentage Points for Percentages near 50**

<b>Size of Sample ...</b>	<b>1500</b>	<b>1250</b>	<b>1000</b>	<b>750</b>	<b>500</b>	<b>250</b>	<b>100</b>
1500	4						
1250	5	5					
1000	5	5	5				
750	6	6	6	6			
500	6	6	7	7	8		
250	8	8	9	9	9	11	
100	13	13	13	13	13	14	17

**Table C**  
**Recommended Allowance for Sampling Error of the Difference**  
**In Percentage Points**  
**For Percentages near 20 or Percentages near 80**

Size of Sample ...	1500	1250	1000	750	500	250	100
1500	4						
1250	4	4					
1000	4	4	4				
750	4	4	5	5			
500	5	5	5	6	6		
250	7	7	7	7	8	9	
100	10	10	10	10	11	12	14



**Appendix A**  
**Interview Script & Questionnaire**

TELEPHONE SURVEY SCRIPT FOR  
CAMPAIGN FOR COMMUNITY

Name \_\_\_\_\_

Church \_\_\_\_\_

State \_\_\_\_\_ Membership \_\_\_\_\_

Hello, my name is \_\_\_\_\_. I am conducting a survey for the North American Division of the Seventh-day Adventist Church. Recently your local church participated in the "Campaign for Community". I would like to ask you a few questions about it. Can you take a few minutes right now?

Your comments will be kept completely anonymous. We are interviewing more than 200 people all over the country and only the general statistics will be reported.

Q 1. *Have you heard about "Campaign for Community"?*

1...  1. Yes  2. No

Q 2. *Are you aware that it was a pilot project to field test a new program that may eventually replace the Ingathering program?*

2...  1. Yes  2. No 3.  Not Sure

Caller: If the respondent answers "No" to the first two questions, go to Q 26., mark the church office and finish the interview.

Q 3. *Did you see the Campaign for Community brochure in your local church?*

3...  1. Yes  2. No

Q 4. *If they answer, "Yes" to the previous question then ask, "What grade would you give to that brochure?" (Please check only one square.)*

4...  1. A  2. B  3. C  4. D  5. F

Q 5. *Did you see the Campaign for Community poster at your church or in the community?*

5...  1. Yes  2. No

Q 6. *If they answer "Yes" to the previous question, ask "What grade would you give to that poster?"*

6...  1. A  2. B  3. C  4. D  5. F



Q 7. *Did you get a letter in the mail about Campaign for Community?*

7...  1. Yes  2. No

Q 8. *If they answer "Yes" to the previous question, ask "What grade would you give to that letter?"*

8...  1. A  2. B  3. C  4. D  5. F

**Please, read this to them:** *There are several ways church members were given opportunities to participate in Campaign for Community. I am going to read a list of the different ways and ask how you personally were able to participate in the last two or three months.*

Q 9. *Did you give a brochure to a non-Adventist friend or neighbor or acquaintance?*

9...  1. Yes  2. No

Q 10. *Did you contact local businesses for donations?*

10...  1. Yes  2. No

Q 11. *Did you go out door to door to solicit or deliver the brochure?*

11...  1. Yes  2. No

Q 12. *Did you put up posters in community businesses and other locations?*

12...  1. Yes  2. No

Q 13. *Did you show the video at a civic club or other meeting in the community?*

13...  1. Yes  2. No

Q 14. *Did you make phone calls to solicit for Campaign for Community?*

14...  1. Yes  2. No

Q 15. *If they answered "Yes" to any one or more of the previous six questions (Q.9-Q.14), also ask: "Did you have any opportunity to witness to anyone because of your involvement?"*

15...  1. Yes  2. No

Q 16. *Did you personally make a donation or offering for Campaign for Community?*

16...  1. Yes  2. No

Q 17. *Did you serve on a committee or help to organize activities?*

17...  1. Yes  2. No

Q 18. *Is it your general impression that with Campaign for Community more church members got involved than with Ingathering last year? (Please check only one square.)*

18...  1. More got involved  2. About the same  3. Less got involved

Q 19. *What were the feelings of church members, did they feel more positive about Campaign for Community than they did about Ingathering last year? (Please check only one square.)*

19...  1. Definitely more positive  4. Somewhat less positive  
 2. Somewhat more positive  5. Definitely less positive  
 3. About the same

Q 20. *Why? (Caller: Write only key phrases and words)*

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Q 21. *What were the feelings of non-members in the community, did they feel more positive about Campaign for Community than they did about Ingathering last year? (Please check only one square.)*

20...  1. Definitely more positive  4. Somewhat less positive  
 2. Somewhat more positive  5. Definitely less positive  
 3. About the same

Q 22. *Why? (Caller: Write only key phrases and words)*

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Q 23. *In order to evaluate the community outreach ministry of compassion conducted in your area, I am going to read three statements. Tell me if you 1) Strongly agree, 2) Agree, 3) Are not sure, 4) Disagree, or 5) Strongly disagree with the statements. (Caller: Put a circle around the appropriate number after reading the three questions to them.)*

21... 1 2 3 4 5 A. *I am satisfied with the programs and services provided by the agency.*

22... 1 2 3 4 5 B. *I would send a friend or neighbor to the agency for help.*

23... 1 2 3 4 5 C. *The agency is not helping enough people.*



**Q 24.** *Do you believe it is important for the Adventist denomination to have a strong, visible program in the community helping people who are poor and in need?*

24...

1. Yes       2. No

**Q 25.** *I am going to read six options to you of which I want you to select only one response to the following:*

**(Caller: Read the six answers to the person and ask them to select only one of the six, after reading them all.)**

25...

- 1. Should we go back to the Ingathering program.
- 2. Should we replace Ingathering with this new Campaign for Community program.
- 3. Should we make some modifications, but go back to Ingathering.
- 4. Should we make some modifications and keep the new Campaign for Community program.
- 5. Should we develop a program that is different from both Ingathering and Campaign for Community.
- 6. Should we drop the whole idea and have neither Ingathering or Campaign for Community or another concept.

**Q 26.** *What is your church office? (Caller: Please circle only one church office.)*

26...

- |  |   |
|--|---|
| <input type="checkbox"/> 1. Pastor                     | <input type="checkbox"/> 5. Community Services Leader |
| <input type="checkbox"/> 2. First Elder                | <input type="checkbox"/> 6. Youth Leader              |
| <input type="checkbox"/> 3. Treasurer                  | <input type="checkbox"/> 7. Communications Secretary  |
| <input type="checkbox"/> 4. Personal Ministries Leader |   |

**Q 27.** *What changes would you suggest for the Campaign for Community program before we test it again in the fall of 1996? What changes would you make in the materials or the methods used?*

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**THANK YOU FOR YOUR COOPERATION!**