



FIRST PARISH IN CONCORD FINANCE COMMITTEE

Meeting Minutes May 4, 2017

The meeting started shortly after 8:00 am in the Brooks Room.

Present	Tom Wilson, Fifi Ball, Patty Popov, Gib Metcalf, Michelle Fortier and Fred Van Deusen
Discussions	<p>We reviewed a chart that Tom prepared that showed week-to-week progress on the Pledge Campaign versus last year, and agreed that the campaign is going well and that we have succeeded in getting more pledges earlier in the process than we did last year.</p> <p>We then spent the bulk of the meeting discussing the Stewardship Study that Tom, Gib, and Rudi have been working on. The survey results have been reviewed by the Standing Committee, staff members, and members of the congregation that attended the forum. The main conclusions from the survey are the great importance of community to the congregation, and the strong commitment that survey participants have to FP Concord. Our members are largely folks with kids or people over 50 years of age, and the main concern is growing our membership fast enough to gradually replace the older population.</p> <p>We reviewed 12 years of budget data that Fifi pulled together and made a few observations:</p> <ul style="list-style-type: none">• We have been able to absorb the income ups and downs successfully• It would be good to track some key indicator trends such as salaries and UUA contributions, and to better document large year-to-year variations (to help us understand the reasons for unusual variations when we look backward) <p>Gib presented a summarized analysis of data collected for the Stewardship Report. The first table he presented shows two important trends.</p> <ul style="list-style-type: none">• The total number of pledge units has been dropping for the last few years and we have been able to increase our budget because existing members have raised their pledge amounts.• The number of pledge units who contribute the top 50% of dollars has dropped from 55 in FY15 to 40 in FY17. We are dependent on fewer large pledges to meet our goals than we were two years ago. <p>Gib also analyzed the timing when pledges are made and found that about 10% of pledges are outstanding 60 days after the beginning of the campaign. He also found that those who have been repeatedly late (15 pledge units were late 2 or more times over 3 years) have a mean pledge amount of about \$730. The bulk of the late pledges (89 over 3 years) were from people who were only late pledging one of the three years with a median pledge of \$600 and a mean of just over \$2000 (due to a small number of very large pledges that came in at the end).</p> <p>We talked briefly about some ways to measure the efficiency/effectiveness of the pledge campaign process such as email response rate and phone response rate. There is data collected on Google spreadsheets that could be analyzed.</p> <p>We agreed that the audience for the Stewardship Report includes: stewardship</p>



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	<p>leaders, Standing Committee, Howard, Fifi and the congregation (summary of key information).</p> <p>Finally we talked about the budget for FY18 and agreed with Fifi's plan to start the top lines with the latest pledge dollars plus expected additional pledge dollars = expected pledge total and then subtract the 5% "haircut" for pledges that are not expected to be paid. She will then track to see how close we come to the expected additional pledge dollars.</p>
Actions	<ul style="list-style-type: none">• Tom will survey those involved in the pledge campaign to ask them for suggestions about improving the process.• We agreed to include important information from the Stewardship Report in the Finance Committee Annual Report.• Tom and Fifi will develop the budget review presentation for the May 21 meeting using a summary format as we have done before.• Gib and Fred will meet to discuss who will continue to be on the Finance Committee next year.
Next Meeting	<ul style="list-style-type: none">• Monday, June 12, 8:00 – 9:30 a.m.

The meeting was adjourned at 9:45 am.

Respectfully submitted,
Fred Van Deusen