



First Parish In Concord

**Congregational Conversation:
*Updates on Pledging,***

April 23, 2017



Agenda for Today's Congregational Conversation

- I. **Updates on Pledge Campaign week-to-date**
- II. **Overview of the Stewardship Survey Results**
 - A. Profile of the participants
 - B. How People Feel About First Parish
 - C. Why Do People Pledge As They Do
 - D. What Works and What Needs to Be Improved About the Pledging Process
 - E. What Are the Key Learnings from the Survey
- III. Open discussion on budget priorities



I. Updates on the Pledge Campaign – Week-to-date

Total pledges received as of April 17, 2017:

\$946,066

Goal is 5% increase from 2016-17:

\$1,020,000

Percent of Goal:

93%

Total dollars needed to make our goal:

\$ 73,934

Last year's total pledges:

\$963,727

Week-to-date increases in pledges:

6%

5 year historical average (total)

3%



I. Updates on the Pledge Campaign – Week-to-date

Total pledgers (in Households):	369
Number of people “expected”:	420
Percent of “expected”:	88%
Number needed to achieve goal:	51
Last year’s total pledgers:	423
Number pledged at this point in time last year:	335

**From last year, 93 people have not pledged for total \$88,000.
*Will they make a pledge this year?***



I. Updates on the Pledge Campaign – Week-to-date

Description of this year’s pledge results compared to 5 year average:

<u>Description</u>	<u>2017-18</u>	<u>5 year Avg</u>	
Number of household’s <u>increasing</u>	190		
Percent of total	51%	46%	<u>Median Pledge:</u>
Average increase 12%			2016-17: <u>\$1,000</u>
Number of <u>new</u> pledgers	39		2017-2018: <u>\$1,155</u>
Percent of total	11%	10%	Increase 16%
Number with <u>NO</u> increase	95		<u>Avg Pledge:</u>
Percent of total	26%	26%	2016-17: <u>\$2,118</u>
Number who <u>decreasing</u>	45		2017-2018: <u>\$2,564</u>
Percent of total	12%	18%	Increase 21%
Number who <u>have not yet pledged</u>	61		
Percent of total	14%	6%	



I. Updates on the Pledge Campaign – Week-to-date

Priorities for our planning next year:

- 1. Provide salary increases (2% - 3%) to all staff members**
- 2. Add \$\$ to our long-term building maintenance fund**
- 3. Increase our fair-share to the UUA**
- 4. Continue to support our RE families and Social Action initiatives**
- 5. Are there others for you?**