

2016-17 PLEDGE DRIVE RESULTS

As of June 1, 2016, the 2016-17 Annual Campaign drive totaled \$171,930 in pledges, a more than twenty percent decrease from what we raised last year and significantly below previous years¹. Worst performing was the top quartile which dropped 22%. Total pledge units dropped as well as did the average and median pledge levels.

Listing all pledges from largest down to smallest and then divide this list into four quartiles, top to bottom, the results are:

	<u>FY 14-15</u>	<u>% Total</u>	<u>FY 15-16</u>	<u>% Total</u>	<u>FY 16-17</u>	<u>% Total</u>
Total # Pledge Units	120		107		96	
Total \$ Pledged	212,165		215,604		171,930	
Giver First Quartile	125,600	59	123,254	57	96,100	56
Giver Second Quartile	51,570	24	52,710	24	42,145	24.5
Giver Third Quartile	27,620	13	29,370	14	24,086	14
Giver Fourth Quartile	7375	4	10,270	5	9,599	5.5
Average Pledge	1,813		2,014		1,791	
Median Pledge	1,300		1,500		1,250	

Looking at it a different way, if we divide the total pledge \$ level this year roughly by four and then count the pledge units, going from top to bottom, necessary to approximately “fill” these four buckets, the results are as follows:

	<u>FY 15-16</u>	<u>#Pledge Units</u>	<u>% Total Donors</u>	<u>FY 16-17</u>	<u>#Pledge Units</u>	<u>% Total Donors</u>
Pledge\$ First Quartile	53,740	7	6.5	43,800	7	7.3
Pledge\$ Second Quartile	52,560	13	12	42,380	13	13.5
Pledge\$ Third Quartile	52,550	24	22.5	42,960	21	22
Pledge\$ Fourth Quartile	53,315	63	59	42,790	55	57

¹ This total does not include \$6710 in additional pledges for a possible outdoor pavilion project.

Members continued to account for about 95% of pledges and of projected pledge income. At the same time, 28% of members did not pledge this year. This is partially due to some recent departures from the area; however there are many other non-contributing members still carried in the church directory. Current steps to address this situation might not raise overall pledge income significantly over the short term but may help generate a greater sense of equity and shared commitment in the congregation.

		\$
Total # Pledge Units	96	171,930
Of which, Member	87	163,850
Of which, Non-Member	9	8,080
Member Pledge Units <u>Not Pledging*</u>	34	

* Members based on the UUCSV Directory of 2/19/16

All in all, 28 donors *increased* their pledges – but 31 donors *reduced* their pledges (21 of them by 100%). Thirty-seven *stayed at the same level* as for '15 -'16. Sustainable three-year pledges remained at twenty-five donors.