

2019 Annual Operating Fund Pledge Campaign Committee Report

Submitted by Beth Hospadaruk

The First Unitarian Universalist Congregation of Ann Arbor's Annual Operating Fund Pledge drive titled "Five to Thrive" ran during the month of October, 2018. The **goal** of the drive was to receive pledges totaling **\$1,000,000** from the supporters of UUAA with an overall completion date of December 31, 2018. Five to Thrive comes from the idea if pledging members and friends strive to give a minimum of 5% of their income to the church, we would be able to fund all the items on our "wish list". Thinking about giving as a spiritual practice and meeting the needs of our Social Justice work, programs and services, youth and adult education along with fair and just compensation for our Ministers and staff might seem lofty but, in the end, it is important in the life of the congregation. We raised more money than any previous campaign so that is something to celebrate.

The committee consisted of Beth Hospadaruk, chair, Sam Lewis, Kim Clugston, Dee Dishon and Ed Lynn supported by Rev. Lindasusan Ulrich. Many staff and volunteers supported the campaign through various clerical responsibilities as well.

A letter of inspiration, encouragement and information was sent out in September to kick off the month. A pledge form was included in the mailing. Website updates with the ability to pledge online was done. Reminder e-mails and notices in the monthly newsletter and weekly bulletin took place in October. A pledge table was located inside the front door staffed by committee members to answer questions, receive pledges and make personal connections with people.

During each service in October, a different member of the congregation gave a "testimonial" describing what this congregation means to them and why pledging is so important. Those giving testimonials were Barbara Lynn, Kim Clugston, Sam Lewis and Beth Hospadaruk. A giving tree was painted on the office window and as pledges were made, their name was put on a leaf and added to the tree. Thank you notes were written by Beth Hospadaruk and Dee Dishon.

We received **381 pledges for a total of \$973,833**. This represents an increase of 13 pledge units (3.5% increase) with an increase in pledged amounts of \$91,616, or 10.4%. The average pledge increased by \$159 to \$2,551.

The median pledge (half above, half below) remained at \$1,500, or more than \$1,000 below the average pledge. In a normal distribution, the median and average would be about the same. The effect of this skewed distribution can be seen in the table below. The top 63 pledge units (\$4,800 and above), or 8.1% of the total number of pledge units, pledged almost half (49.3%) of the total money pledged.

A heart felt and deep appreciation for all who support UUAA financially, helping to insure the ongoing presence of our liberal faith and work here in Ann Arbor.

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Pledge Amounts (⁰⁰⁰)	Pledge Units				Total Pledge Amounts		
	Number	Cum	%	Cum	\$	%	Cum %
≥ \$10	9	9	2.4%	2.4%	157,700	16.2%	16.2%
\$8 to \$9.9	6	15	1.6%	3.9%	52,324	5.4%	21.6%
\$6 to \$7.9	17	32	4.5%	8.4%	110,224	11.3%	33.0%
\$4.80 to \$5.9	31	63	8.1%	16.5%	159,164	16.4%	49.3%
\$3.6 to \$4.8	34	97	8.9%	25.5%	134,070	13.8%	63.1%
\$2.4 to \$3.59	53	150	13.9%	39.4%	145,066	14.9%	78.1%
\$1.2 to \$2.39	90	240	23.6%	63.0%	137,984	14.2%	92.3%
\$0.6 to \$1.19	64	304	16.8%	79.8%	52,113	5.4%	97.6%
< \$600	77	381	20.2%	100.0%	23,188	2.4%	100%
Total	381		100%		971,833	100%	
			Average Pledge		2,551		