

Stewardship Committee
Sustenance and Sanctuary in Challenging Times
Report for the Congregational Meeting
May 22, 2022

Thank you. Thanks to all who have submitted their pledge for the next fiscal year, currently valued at \$401,463. Your generosity is vital to the financial health of next year's operating budget.

As you review the budget for next year, you will see just how valuable our pledges are to the church's capacity to provide the services and programs we value.

The initial estimated pledge request level of \$575,000 for the next fiscal year was inaccurate, due to faulty over estimating data in the Breeze system regarding previous pledges. Based on actual 2021-22 pledges, a more accurate expectation would have been around \$425,000. If the 40 individuals who pledged last year but have not yet pledged this year submitted pledges soon, we could meet that more necessary pledge goal.

We are very thankful that current members Don Klose and Selene Fabiano have agreed in advance to co-chair next year's Stewardship Committee and campaign effort. The campaign normally starts in October, to allow time to set the campaign calendar, determine the campaign theme and logo, arrange campaign logistics for the first quarter in the calendar year, and prepare campaign communications for initial distribution with the January Beacon.

We are also very thankful for the other committee members who diligently and with diplomacy talked with members about UUCB's value in their lives and their financial commitment to maintain that value for themselves and others. If many of the current committee members will agree to serve again next year, it will help with continuity of effort and aid Don and Selene in their leadership efforts.

While it is currently anticipated that next year's pledge campaign will return to an in person effort, the committee recommends that the virtual elements of our last two campaigns were valuable and should be maintained. Pledge process reminders and data reports on screen during services informed the congregation about the progress and importance of our pledges.

Testimonials by members by video or in person are inspiring and helpful to understand the value of UUCB in members' lives and their decisions to pledge as generously as their circumstances allow to support that value.

This year's committee also has the following recommendations for future committee efforts:

- Prior to the campaign, survey members about their pledges, ways UUCB is important in their lives, and the reasons for their financial commitment
- Provide more detailed data in congregational information about the importance of generous pledges in the annual operating budget to provide the services and programs we value.
- Return to the previous procedure of individual and more personal thank you notes for each pledge received vs. programmed notes from the Breeze database
- Offer committee participation to any member(s) who increased their pledge by 10% or more.
- Encourage feedback about improved pledge campaign efforts.
- Especially thank and survey members who increased their pledge by 10% or more for reasons they made the increased commitment
- Explore a fun launch to the campaign to enter the campaign with joy and laughter

Your Stewardship Committee: Patrick Cullinane, Chair, Lynne Cahoon, Don Klose, Selene Fabiano, Ladie Malek, Ariel Smith –Iyer, David Roberts, Board Liaison, Rev. Michelle Collins, Tess Snook O’Riva, Executive Director