

## **Pledge Drive**

### **Annual Report - 2018**

The Pledge Drive Task Force determines the theme of the annual Pledge Drive, makes up materials for the Drive, stuffs packets for the congregants, introduces and promotes the Drive, sends “thank yous” to each congregant who pledges, sends follow up letters and makes follow up calls to those who do not return their pledge by the deadline. We welcome any and all who would like to get involved in this activity.

Our annual Pledge Drive started in February. Our theme for the year was “Show Up”, a call to show up to help with your time, talents and treasure.

On the first Sunday of the Drive we asked for pledges for the 2018-2019 fiscal year with an emphasis for the congregation to consider increasing their pledge to help fund increases for our staff and fully pay our dues to the Unitarian Universalist Association. As of April 18, 40% of the congregants, who have pledged so far, have increased their pledges and the average increase is \$375. Unfortunately, some of our congregants have had to decrease their pledges due to death in the family, illness or life circumstances and those decreases have offset some of the increases.

Overall, through the third week of April, our Pledge Drive, which does not end until June 30, has raised over 80% of the total that was raised for the prior year.

A special thanks to Kay Sturgeon who joined me on the Pledge Drive Task Force.

Mike McDonald, Chair