

Stewardship Committee Report
1 June 2021

The purpose of the committee is to plan and implement the annual pledge drive. Current members are Andy Roberts (Chair), Arthur Snoke, Carol Kern, and Alyssa Short. Pam Phillips and Lisa Evanylo attend meetings and provide help and support to the committee and the stewardship campaign but are not officially members. In an effort to smooth the communication between Stewardship, Finance, and The Board, Bob Stimson (President-Elect) has attended meetings.

Our 2021 campaign exceeded its goal of \$345,000 with pledges totaling \$347,800. We ended the campaign with 176 pledges (range = \$25 - \$12,000 with 16 first-timers). This record number of pledges represents 252 individuals. A determining factor in this stellar response was a post-campaign challenge. An anonymous challenge match of \$1000 prompted another match of \$4000, which resulted in additional pledges of nearly \$16,000. There were 16 pledge increases and 3 new pledges. The Early Bird pledging was a good idea again this year. Excluding the "challenge" pledges and increases, 39% of the pledges were made before the official start of the campaign. Those 67 pledges represented 58% of the total pledged prior to the challenge and 55% of the grand total.

In last year's report I said: "I believe the most valuable, and encouraging, lesson we learned this year is that even when things go horribly wrong the UUC community will step up." In yet another pandemic-impacted year that statement is truer than ever. As in last year, our stewarding model was constricted by health safety measures, and we again had to approach people to give money during very uncertain and frightening times. We essentially dispensed with any attempts to hold group meetings on Zoom; but there was a mechanism for people to signify they wanted a personal interaction. Nobody signed up for that. We did reach out to RE parents via the RE packets distributed to families.

The stewardship committee has a budget of \$325. Typically, our expenses involve refreshments at group meetings during the fund drive, costs associated with thank you notes, and the Sunday Sundaes celebration at the end. We spent \$83.40 on thank you note materials and postage.

In furthering our mission and vision, we do not address a specific component of the UUC, such as RE or mental health or lay pastoral care. Rather, because the committee is charged with obtaining financing for the entire UUCNRV, it can be said that our work touches every item in the congregational budget.

For the coming year, the committee's ultimate goal, of course, is to fully fund the budget handed down by the board. We will review and assess all the moving parts that comprise the pledge drive. We also will try to incorporate stewardship related information and material into the congregation at times other than the few weeks of the actual pledge campaign. We can expect expenses to increase once we're back in person, and I believe the committee will consider some higher-profile (and more expensive) campaign events for next year, as has been suggested by some congregants.

Respectfully submitted,
Andy Roberts