

Annual Report: Stewardship 2023

Chair and Members: Carol Kern (chair), Andy Roberts, Mary Ann Hansen, Chris Long and Arthur Snoke. Ex officio: Rev. Pam Phillips, Fred Piercy, Ericka Kelley

Purpose: To plan and execute a stewardship campaign for the purpose of raising funds for the UUC operating budget.

Achievements: Raised \$345,012 which is the most ever raised in a Stewardship campaign! We also hosted 8 social/ fun events to encourage community and allow people to express what the UUC means to them. We hosted a luncheon for all the lay leaders, minister and administrator and we asked for help and support from all these people to encourage the individuals in their groups to pledge. We had a sermon on Stewardship, many videos by the children in our community showing how much we had raised, and 8 heartfelt testimonials during the Sunday service to let our members and friends tell their stories about why they pledge. In addition, we maintained and regularly updated our webpage to educate members about our progress and process and wrote newsletter articles from January to April also educating and describing our process and results. We hosted a steward training and recruited stewards including board members to act as Stewards. During this training we educated everyone on how to steward and what our message was including the reason why we needed to raise more money since the board voted to increase our pledge goal. We contacted members and friends who had not yet pledged and asked them to pledge.

Lessons Learned: We need to do better in educating everyone despite the efforts shown above some individuals expressed confusion about the pledge process. This is especially important to our new members/friends and they should have an individual meeting with a steward early on in the process. Delegation was very helpful by the chair this year which allowed everyone on the committee to "own" a part of the process and made it less work and stress on the one person who is the chair. In addition, the recruitment of the board members as stewards and the connection community and men's and women's breakfast to help bring food and organize the end of the year Stewardship event were both extremely helpful in lessening the burden on the Stewardship committee but also in facilitating intermember support and community. We also have debated doing another "every person" campaign but have realized that individuals do not necessarily want to meet with a steward "face to face". We need to ask the lay leaders later in the year to help us encourage everyone to pledge.

Expenses: \$232

How Does this support our mission and vision: We raise the finances to pay the staff, maintain our building and grounds and support all of our missions and visions.

Goals for next year: Continue to build on the work of the committee this year and develop a new campaign and method for next year to raise the necessary funds to keep the UUC strong and vibrant.

