



# Annual Giving Campaign Discussion

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**Vestry Meeting**

August 16, 2022

# Agenda

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**1. Insights from  
Diocese**

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**2. ASC Data**

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**3. Insights from Data**

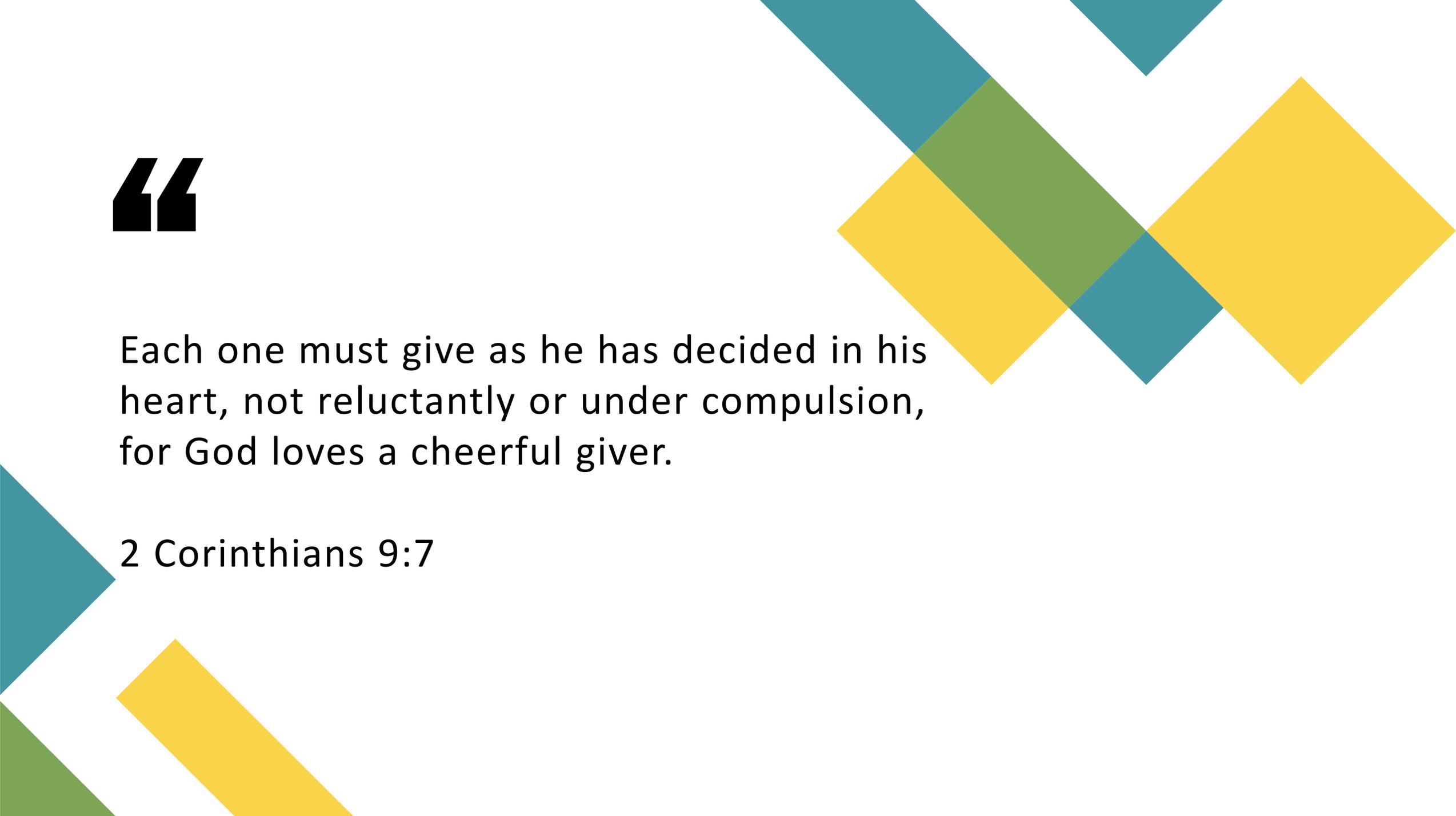
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**4. 2023 Campaign**

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**5. Support Needed  
from Vestry**





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Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver.

2 Corinthians 9:7

# Insights from Diocesan Stewardship Training \*



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## Pandemic Changed Behavior

Changed church attendance during pandemic is now firmly established.

## Attendance Down Across Diocese

Average Sunday attendance in Diocese is down 50% since pre-pandemic.

## Pandemic No Longer Reason for Absence

People have changed churches or have stopped attending church altogether. Don't continue waiting for them to come back. "Live in the real world."

## Congregations Must Face New Reality

Lament those that have moved on. Focus on ministering to those attending and engaging newcomers.

## Clarity on Lapsed Attenders

If you aren't sure about the households no longer attending church, then prioritize outreach for ministry purposes and to get clarity on interest in remaining active members.

# All Saints Attendance and Pledged Giving Changes 2019 to 2022

	2019	2022
Average Sunday Attendance Down 50%	400/wk	200/wk
Households (Units) Pledging Down 55%	379	172
Total Pledged Giving Down by 36%	\$1,600,000	\$1,028,600
Average Pledge Up by 42%	\$4,220	\$5,980

Diocesan Average Pledge: \$3,000  
 Similar Churches in Diocese Average pledge: \$4,000

# Insights from All Saints Experience

## Attendance Drives Giving

Our parish data shows a direct correlation between attendance and pledged giving.

## Attendees Faithfully Increased Giving

Data clearly shows that a smaller group of ASC active members stepped up their giving significantly in the last 4 years and kept pledged giving from mirroring attendance decline.

ASC's average pledge is significantly higher – **50% higher** - than similar congregations in Diocese. Growth in our giving is not going to come from continuing to ask the same 176 households to give more.

## Expect Modest Growth in 2023

Stewardship committee will focus on increasing the #of households pledging. But pool of active attenders not pledging is small (25-50 units).

## Vestry Prepare for Reality

Without the excitement and curiosity about a new Rector to draw absent & new households to ASC this Fall, recommend Vestry prepare for flat pledged giving in 2023 at maximum \$1.1M.

## Parish-wide Focus on Growing Attendance

Beginning to focus on growing attendance now will lay groundwork for giving to grow in 2024 if attendance increases. Perhaps this could be one topic of the Vestry retreat?

# 2023 Annual Giving Campaign Strategy

## Things that worked in 2022

- Welcomed 100% of households to participate
- Spiritual focus on giving in relationship with God
- Clergy and staff incorporated annual giving theme into worship, prayers, communications
- Personalized letters based on giving history and asked to increase 10% or renew previous gift
- Average gift increased by 20% year-over-year
- Very committed Stewardship Committee members

## Focus Areas for 2023

- Improve support for Committee follow up calls
- Special focus on non-givers and newcomers to increase # of households pledging
- More creative thank you efforts
- Realistic records of active households

# Thanks to Last Year's Stewardship Committee Members!

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Michelle Bahe

Dan Buckingham

Andy Eshleman

Rich Holland

Mark Leahy

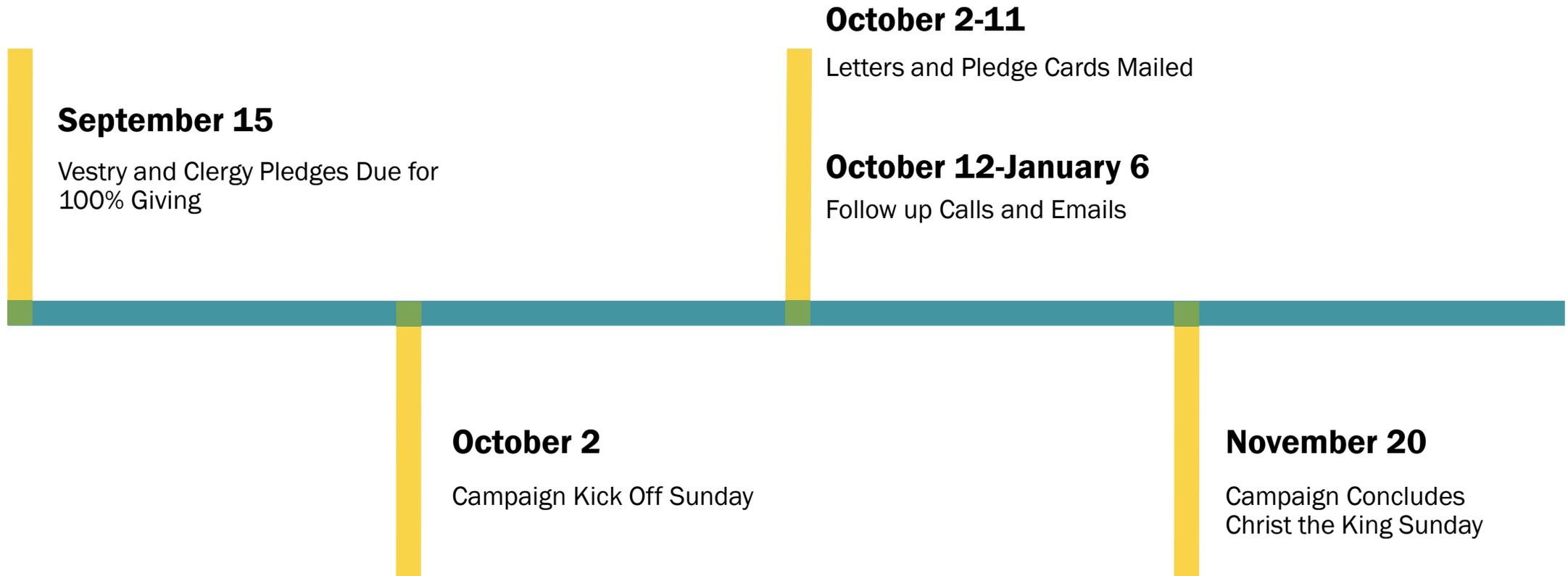
Eleanor Nading

Bill Pedersen

Anna Pugh

Jennifer Sirangelo, Chair

# Annual Giving Campaign Timeline



# Ways Vestry Can Support Annual Giving Campaign

## As a Group

- Commit to Vestry 100% Giving
- Commit to a strategy for clarity on lapsed attenders before campaign starts
- Prioritize actions, activities, and investments that will grow church attendance in the short- and long-term

## Individually

- Pray for the Annual Giving Campaign
- Make your pledge before September 15
- Help with lapsed attenders strategy
- Help with thanking pledgers
- Recruit people for Stewardship Committee
- Volunteer to share your giving testimony in church



# Thank You

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And let us run with perseverance the race marked out for us, fixing our eyes on Jesus, the pioneer and perfecter of our faith.

Hebrews 12:1-2