

All Saints Church

Stewardship Committee Report

November 14, 2022

2023 Annual Giving Campaign Results as of November 14

2023 Campaign Comparison to 2022 - Week 4

- **2023: 121 households pledging \$902,512** by week 4
 - 2022: 90 households pledging \$624,705 by week 4
 - 2022 TOTAL: 181 households pledged \$1,093,449 by December 31, 2021
- **44% ahead of last year's total amount** pledged on week 4. WOW!
- **34% increase in number of pledging households** over where we were at this time last year. Increased participation is the most important goal of the campaign. The increased number of pledges is continuing each week.
- **22% of the 121 pledges are from new or lapsed** previous pledgers. Praise the Lord! This is what we really need to see continue to grow to make up for our deficits during COVID.
- **7% increase in average gift size** compared to this time last year. ASC continues to be a leader in the Diocese in average gift size.
 - 2023 as of week 4: \$7,458 average annual pledge
 - 2022 campaign final: \$5,980 average annual pledge

Breakdown of our pledgers thus far:

Pledges	Number	Percentage
Decreased	21	17%
Flat	30	25%
Increased	44	36%
*Re-pledgers	12	10%
New	14	12%

*Those who have pledged in the past, but not for 2022.

Other Updates

- November 20 is Commitment Sunday
 - Bringing forward pledge cards to altar
- Peer-to-peer outreach campaign will begin week of November 28
- Christmas