



# **2023 Annual Giving Campaign Final Report**

***Building a Firm Foundation***

---

**Vestry Meeting**

August 16, 2022

The background features several large, overlapping geometric shapes, primarily diamonds and triangles, in teal, yellow, and green colors. These shapes are arranged in a way that creates a dynamic, abstract pattern. The teal shapes are located in the top-left, top-right, and bottom-left areas. The yellow shapes are in the top-right and bottom-left areas. The green shapes are in the top-right and bottom-left areas.

“

## God Is Faithful to All Saints!

And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work.

2 Corinthians 9:8 (NIV)

# 2022 Christmas Match Results

---

**Major Donors Providing Match: \$62,500**

**Parishioner Christmas Giving: \$66,409.21**

**Total: \$128,909.21**

*Special thanks to Andy and Catherine Eshelman*

# All Saints Attendance and Pledged Giving Changes 2019, 2022, 2023

	2019	2022	2023
Average Sunday Attendance Down from '19 by 30%; up from '22 by 38%	400/wk	200/wk	275/wk
Households (Units) Pledging Down from '19 by 41%; up from '22 by 23%	379	181	223
Total Pledged Giving Down from '19 by 13%; up from '22 by 27%	\$1,600,000	\$1,093,449	\$1,392,296
Average Pledge Up from '19 by 47%; from '22 by 3%	\$4,220	\$6,041	\$6,245

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

# All Saints Attendance and Pledged Giving Changes 2019 to 2022

	2019	2022	2023
Average Sunday Attendance Down from '19 by 30%; up from '22 by 38%	400/wk	200/wk	275/wk
Households (Units) Pledging Down from '19 by 41%; up from '22 by 23%	379	181	223
Total Pledged Giving Down from '19 by 13%; up from '22 by 27%	\$1,600,000	\$1,093,449	\$1,392,296
Average Pledge Up from '19 by 47%; from '22 by 3%	\$4,220	\$6,041	\$6,245

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

# All Saints Attendance and Pledged Giving Changes 2019 to 2022

	2019	2022	2023
Average Sunday Attendance Down from '19 by 30%; up from '22 by 38%	400/wk	200/wk	275/wk
Households (Units) Pledging Down from '19 by 41%; up from '22 by 23%	379	181	223
Total Pledged Giving Down from '19 by 13%; up from '22 by 27%	\$1,600,000	\$1,093,449	\$1,392,296
Average Pledge Up from '19 by 47%; from '22 by 3%	\$4,220	\$6,041	\$6,245

Diocesan Average Pledge: \$3,000

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

# HUGE Thanks to Our Stewardship Committee Members!



Dan Buckingham

Liza Cole

Andy Eshelman

Stuart McFarland

Bill Pedersen

Anna Pugh

Jonathan Stroebe

Father Matthew, Clergy

Jennifer Sirangelo, Chair

# 2023 Annual Giving Campaign Insights

## Things that worked in 2023

- Staff efforts to update records of active members
- Continued spiritual focus on giving in relationship with God
- Strong fall programming developed by clergy and staff
- Clergy incorporated giving theme into sermons, prayers, communications and pulpit announcements
- Personalized letters based on giving history and asked to increase 10% or renew previous gift
- Mobile giving improvements: new online form + QR code
- Very committed Stewardship Committee members

## Focus Areas for 2024

- Increase # of households participating in campaign
  - If 379 households (like 2019) gave current average gift, we would add \$1,000,000 to our annual campaign.
- Increase number of committee members
- Continue to update records of active households
- More creative thank you efforts



# Next Steps



---

## Thank Pledgers

Second letter to all pledging households celebrating campaign results.

Thank you list of pledging households published in bulletin and online.

## Outreach Campaign to Non-Givers

Committee wants to extend campaign into spring and summer with targeted outreach to non-givers:

- Letters
- Emails
- Personal phone calls and emails

.



---

**Thanks be to God for  
his faithfulness!**