



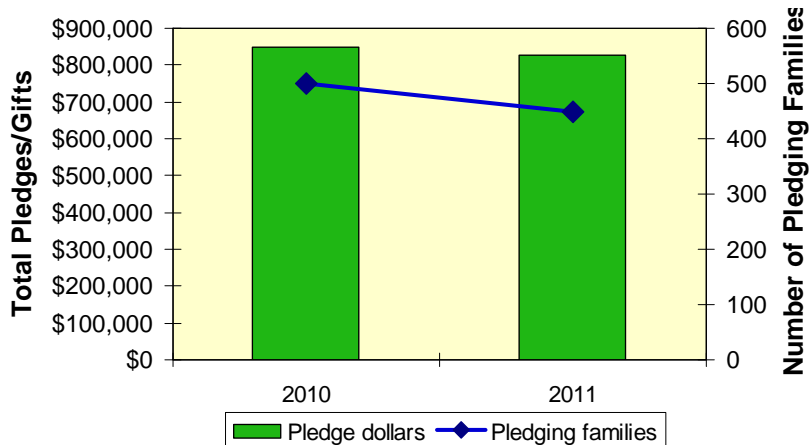
Annual Appeal 2011
*Looking Forward,
 Giving Back*

First Parish 2011 Annual Appeal – Campaign Results

Summary

- Total pledges/gifts for 2011-2012 FY: \$802,139 (vs. \$843,208 in 2010):
 - Decrease of \$41,069 (-5%) from 2010.
 - Includes “gap appeal” (\$20,798).
- Total number of pledge units for 2011-2012 FY: 452 (vs. 500 in 2010).
 - Decrease of 48 (-10%) from 2010.
- Other comparisons with 2010:
 - +28 new pledge units.
 - -86 pledge units that pledged in 2010 but not in 2011.
 - 56 repeat “no pledge” families (i.e., did not pledge in either 2010 or 2011).

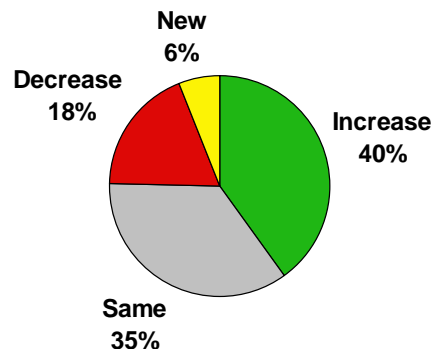
2010 vs. 2011: Pledges and Pledge Dollars



The Good News

- Generous pledgers were even more generous this year:
 - 40% of pledgers increased their 2010 pledges:
 - Average increase = +18%.
 - Resulted in overall average pledge increase of +2%.
- +32 families pledged in 2011 after having not pledged in 2010 (but had pledged in prior years).

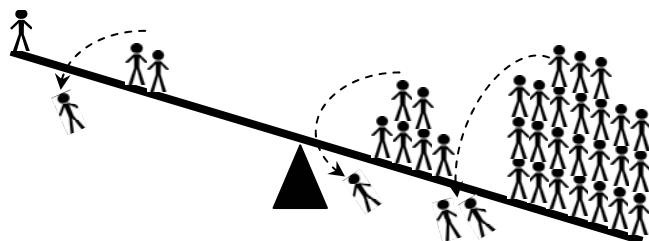
Pledge Changes From 2010



The Not-So-Good News

Many former pledgers chose not to pledge this year:

- 10% decrease (-48) in number of families pledging in 2011 vs. 2010.
- Non-zero pledges that were reduced (18% of pledges) were down by -39% on average.
- Median pledge (½ higher, ½ lower, including “no pledge” families) for all pledge units was \$500.
 - **Average cost of supporting 600 member families for 2011-2012: \$1830 per family.**



Distribution of Pledges by Size

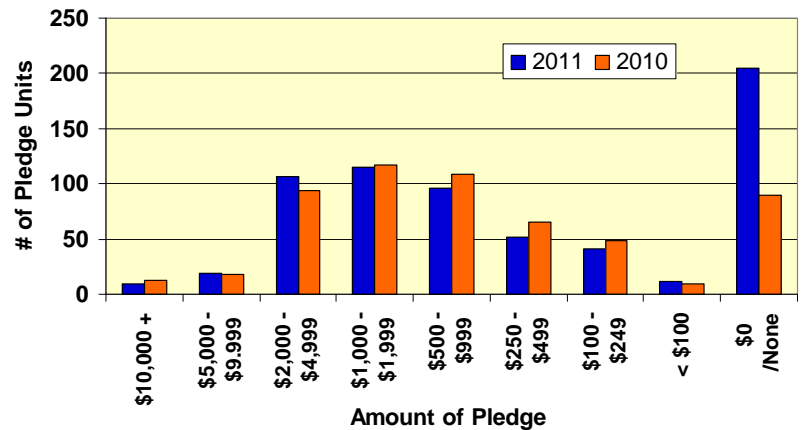
- An increase in the number of \$2,000 to \$10,000 pledgers (+11).
- Significant pledge reductions of >-25% by 1-in-5 of 2010 “Leadership” pledgers (-27).
- 86 families that pledged in 2010 chose not to pledge in 2011 (loss of \$75,210).

Many “low” and “no” pledgers:

- 205 pledge units (31%, or nearly 1-in-3) “zero-pledged” in 2011.
- Of those who did pledge:
 - 22% of pledges (104) were less than \$500.
 - Half of these pledges (52) were less than \$250.

This 22% of pledgers accounted for only 3% of the total pledge dollars. (The 205 “zero pledgers” accounted for 0%.)

2011 vs. 2010 Pledges by Size



Note: 2011 pledge families: 656
2010 pledge families: 564

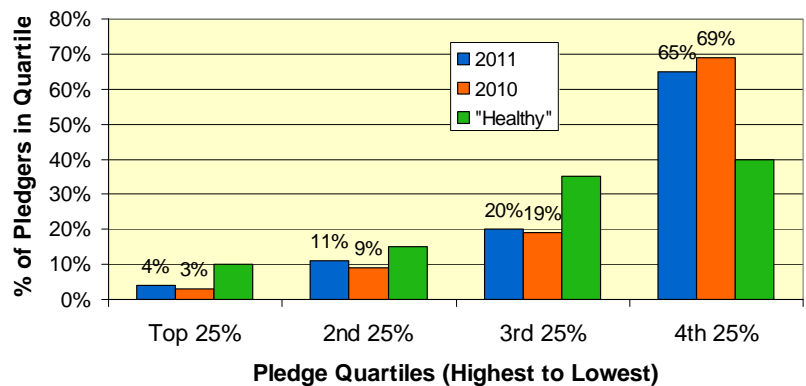
➔ **47% of total pledge unit families (~1/2) pledged less than \$500 in 2011.**

Quartile Analysis

Definition: Percentage of families that account for each 25% of pledge dollars, from highest \$\$ pledgers to lowest.

- Slight improvement in the pledge “balance” (chart on right) over the 2010 figures.
- However, similar situation to 2010: Too few families supporting the rest.
- Goal is to get to a “Healthy” pledge distribution (10%/15%/35%/45%).

Annual Appeal Quartile Analysis



Actions for 2011-2012

- Need to have more lay involvement required in future fundraising efforts, representing all major constituencies in First Parish (RE, Choir, SAC, etc.).
- First Parish needs to define the parameters of what it means to be a “member of First Parish.”
- Ongoing need to educate the congregation about the obligations of “financial stewardship” as members of First Parish.
- Conduct a survey of parishioners to find out what motivates people to pledge, and the amounts that they pledge.

Respectfully submitted,
George Gagliardi
2011 Annual Appeal Co-Chair
June 10, 2011