2019-20 Annual Pledge Campaign – Frequently Asked Questions

1. Didn’t we recently complete a successful capital campaign? How does my annual pledge fit with that?

A: Yes! In 2018, we surpassed our capital campaign goal, allowing us to move ahead with our major building remodel with confidence. That project is underway, and we anticipate its completion and our joyful return in October of this year. Thank you! Your annual pledge, and this annual pledge campaign, provide support for the regular operating expenses of the church.

2. How have our annual pledge campaigns been going in recent years?

A: The congregation has responded with great generosity in the last few years. Not only have we completed a successful capital campaign, but we also increased pledges for annual support each of the last three years! This is yet one more indication of the health, vibrancy, and future focus of the UUC community. Again, thank you!

3. I understand that the church recently received a major legacy gift, is that right?

A: Yes. In recognition of the important life and work of UUC and the above campaign successes a major donor was inspired to leave a legacy gift to UUC of more than $3 million, called the Jones Endowment. The earnings from this new endowment will be used as additional support alongside annual pledges for the operations of UUC, in perpetuity.

4. I have seen some “bridge” imagery associated with this year’s campaign – what is that about?

A: The above acts of generosity have prompted us to do some further strategic planning around UUC finances, to help identify our long-term path to sustainable funding of the church and its programs. As we did so, we realized the following image: the recent generosity of the congregation has in essence laid a new foundation for us, a foundation upon which we can build a bridge to a future, sustainably funded, of spiritual connection and work for a more just and equitable world.

5. What about challenges – surely UUC also faces some financial challenges?

A: Yes, UUC does face three new financial obligations: covering the loss of the $100,000 in annual rental income from the three brick houses and the Montessori school that we’ve had for the past 20 years; paying for ongoing building maintenance in the new building; and the interest payments we must make on our bridge loan while we await the payment of member capital pledges. The combination of these new challenges and the generosity outlined above moved us to develop a new long-term financial plan.
6. In light of the new financial plan, what is the “ask” in this year’s annual pledge campaign?
A: While we are truly fortunate to be supported by the congregation’s generosity, including the new resources from the Jones endowment, the financial plan shows us that we are not quite yet at sustainable funding for UUC. But we are close. We believe we will be there if we reach $1 million in annual pledge support for the 2019-20 year. We are only $70,000 shy of reaching that goal. The ask is that each of us, as we are able, pledge our support to bridge that gap and reach the $1 million sustainable funding goal for 2019-20 and beyond.

7. I’m uncertain; can you help me determine a pledge amount that is right for me?
A: There are many factors for each one of us to consider as we pledge our annual gifts to UUC. Perhaps most simply: your pledge should reflect your heart and your resources. On the back of your pledge form, you will find a giving guide which may help you consider these two factors as you make your annual pledge this year. Every gift, no matter the amount, is important and cherished.

8. In a prior pledge campaign, I asked the church to auto-renew my pledge, with an increase percentage – do I need to complete a pledge form this year?
A: Members will receive a personalized pledge form this year, which will reflect your current pledge amount (if you have previously pledged), as well as your prior wishes for auto-renewal and auto-increase. If you have specified auto-renewal and do not wish to make any changes, please keep your pledge form as a confirmation statement of your ongoing wishes.

9. Does the church have a preference as to how I make payments toward my annual pledge?
A: The church gratefully receives your gifts in a variety of forms, including cash, checks, and various forms of online payment. Some forms of payment, such as the use of a credit card, are somewhat less efficient as they result in additional fees which must be paid by the church. If you use credit, we ask you to consider adding an amount to your pledge payment to defray the fee.

10. I make regular gifts to UUC, but I haven’t pledged before because I was uncertain about my changing income and ability to fulfill such a pledge – what should I do?
A: Every gift, no matter the amount, is important and cherished. It is helpful to the church, for planning purposes, when supporters document their gift intentions through an annual pledge of support. We encourage you to pledge your support by returning a pledge form during the campaign. Thank you!