

**THANK YOU!**

**REPORT ON THE 2017 PLEDGE DRIVE FOR  
ST. MATTHEW'S EPISCOPAL CHURCH**

# ST. MATTHEW'S 2017 PLEDGE DRIVE REPORT

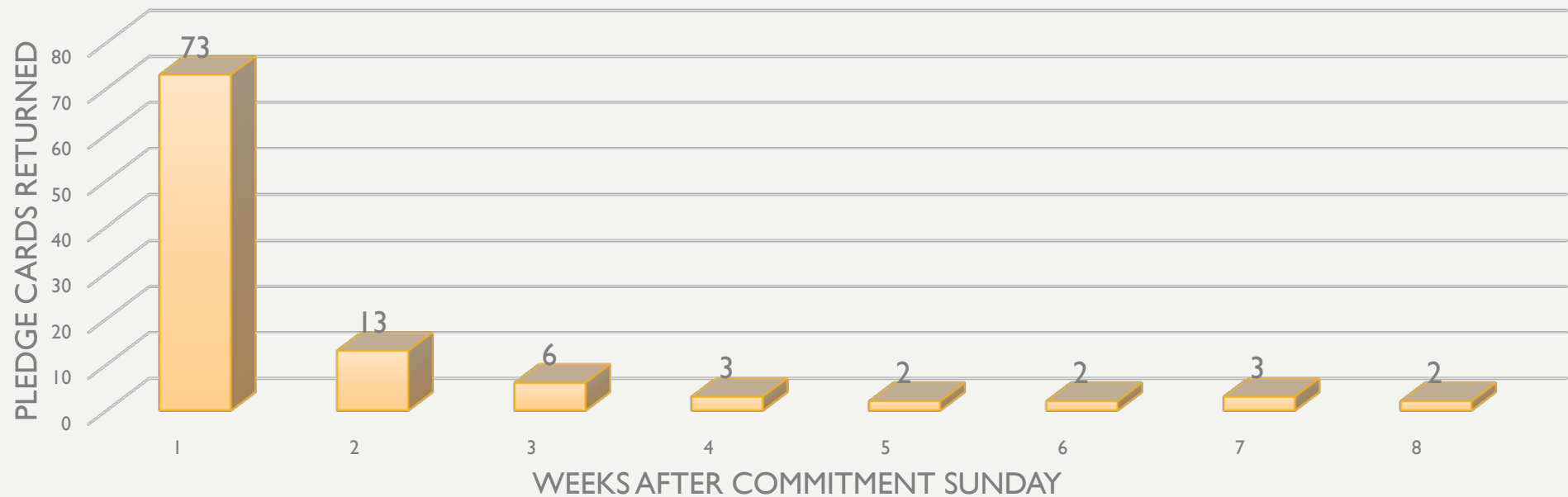
- Thanks to ALL for your participation.
- We were able to talk a little more about money and its role in our Christian community – Financial Peace University, parishioners talking about their experiences of generosity and articles in Tidings.
- I hope we can continue to move towards greater understanding of the relationship between our giving and our relationship with God and with each other.
- We will begin 2017 with a request for all to participate in a discussion of what you believe was helpful in growing that relationship.

# ST. MATTHEW'S 2017 PLEDGE DRIVE REPORT

- 2016 had 94 pledging households
- 10 of those pledges did not return in 2017
- We gained 20 new pledges in 2017 for a total of 104, a modern day record!
- We started 2016 with \$360,000 pledged
- We are starting 2017 with \$387,000 pledged  
(pretty sure this is an all time record)

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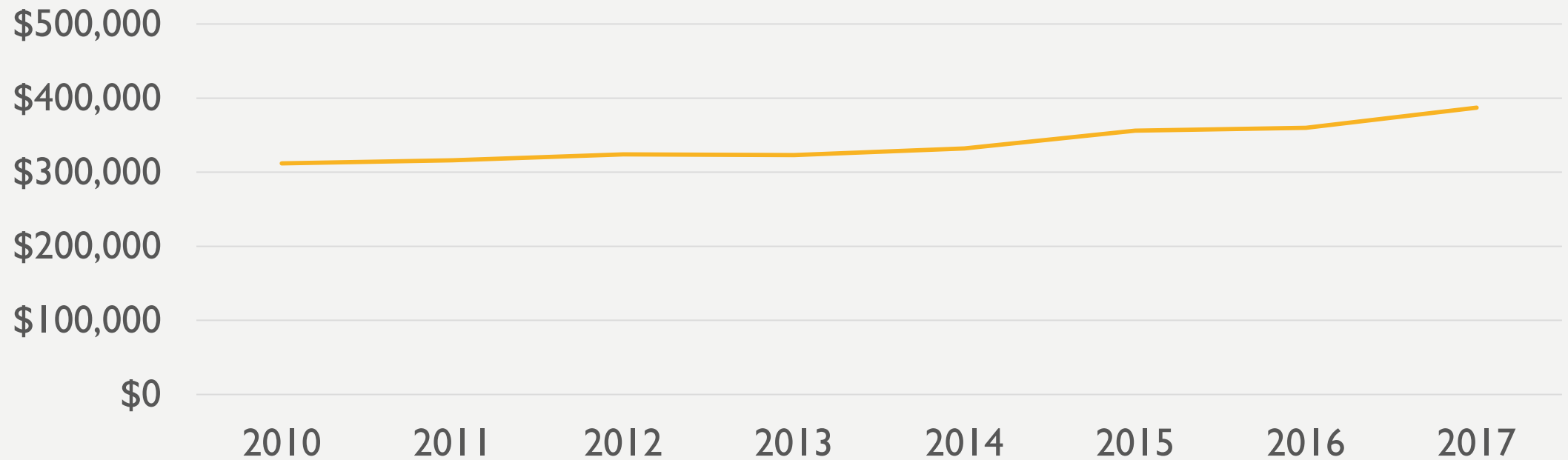
RATE OF PLEDGE CARD RETURN





# ST. MATTHEW'S 2017 PLEDGE DRIVE REPORT

Pledge \$ Growth Over Eight Years



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	2010	2011	2012	2013	2014	2015	2016	2017
Actual Pledged \$	\$312,000	\$316,000	\$324,000	\$323,000	\$332,000	\$356,000	\$360,000	\$387,118
Trend Line	\$312,000	\$321,360	\$331,001	\$340,931	\$351,159	\$361,694	\$372,544	\$383,721
Trend Rate	1.03							
Real Rate		1.28%	2.53%	-0.31%	2.79%	7.23%	1.12%	7.53%

# ST. MATTHEW'S 2017 PLEDGE DRIVE REPORT

## 2015

\$35,000.00 Mean

\$20,000.00 \$3,565.80

\$15,000.00 Median

\$12,500.00 \$1,920.00

\$12,000.00 Mode

\$12,000.00 \$1,000 to \$2,000

\$10,500.00

\$10,400.00

\$10,000.00

\$10,000.00

\$8,100.00

\$8,000.00

\$7,200.00

\$6,600.00

\$6,500.00

\$356,580.00

## 2016

\$35,000.00 Mean

\$20,000.00 \$3,830.74

\$15,000.00 Median

\$14,000.00 \$2,500.00

\$12,600.00 Mode

\$12,000.00 \$1,000 to \$2,000

\$10,920.00

\$10,500.00

\$10,000.00

\$10,000.00

\$9,600.00

\$8,400.00

\$7,200.00

\$6,600.00

\$6,000.00

\$360,090.00

## 2017

\$35,000.00 Mean

\$21,000.00 \$3,722.29

\$15,000.00 Median

\$15,000.00 \$2,100.00

\$15,000.00 Mode

\$14,000.00 \$1,000 to \$2,000

\$13,200.00

\$12,000.00

\$10,200.00

\$10,000.00

\$9,000.00

\$7,800.00

\$7,500.00

\$7,000.00

\$6,600.00

\$387,118.00

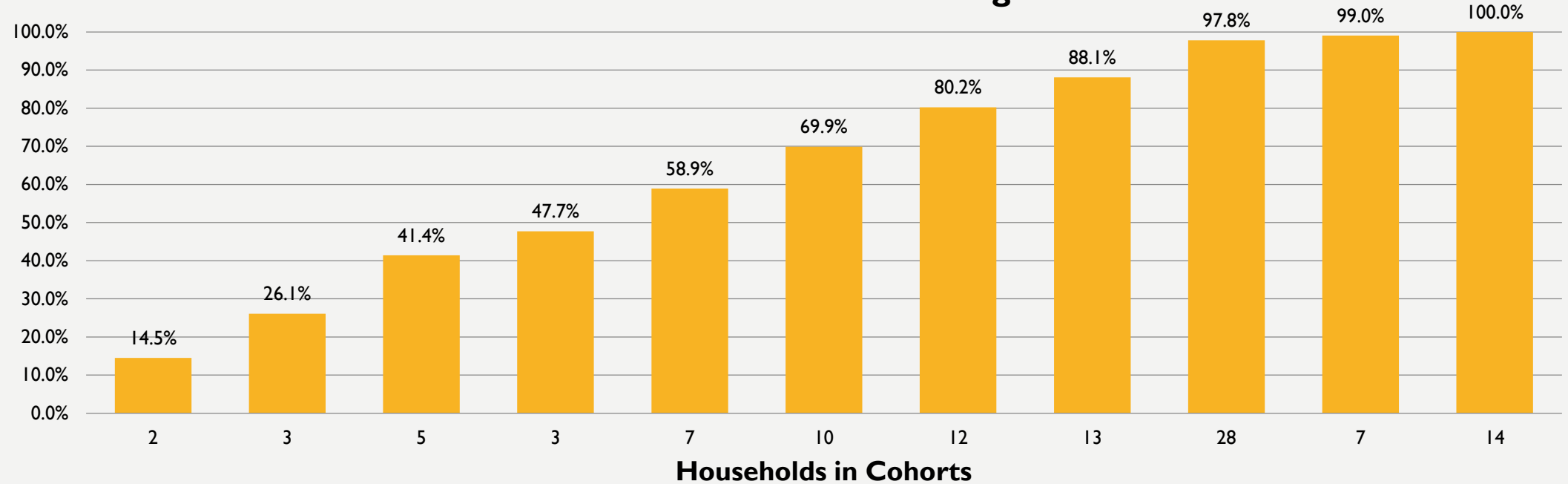


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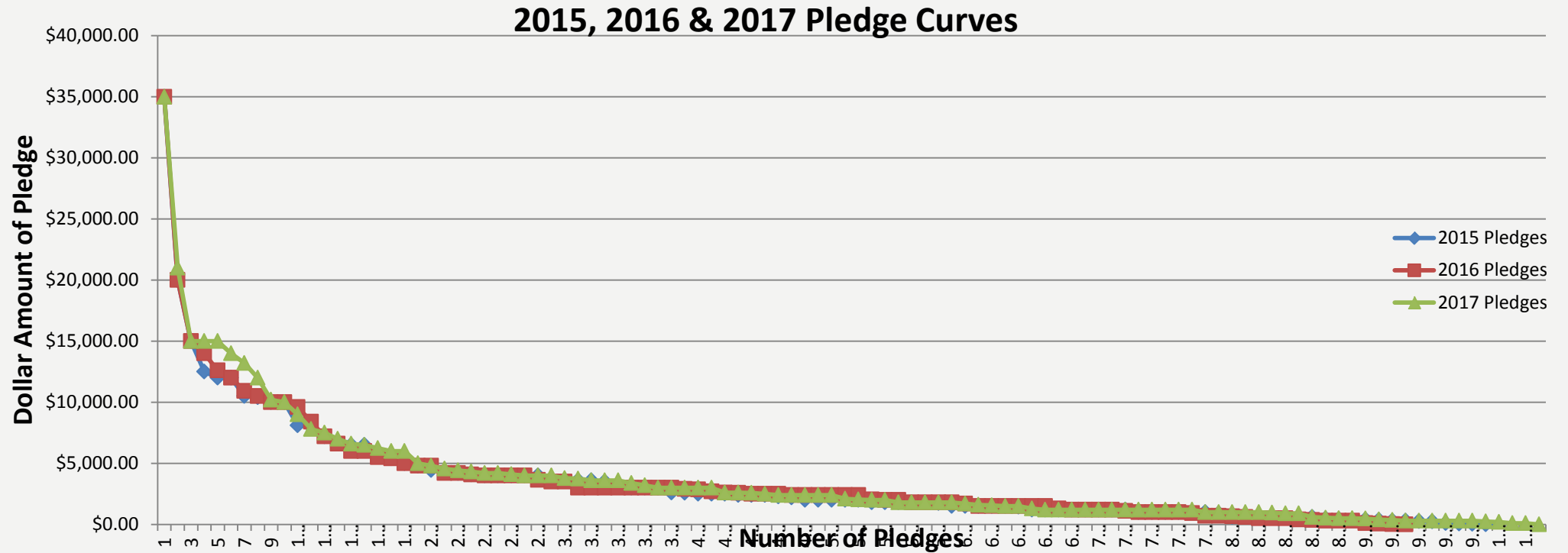
Cohort (and ↑)	Pledging Units in		Dollars for Each Cohort in			# of 2017 Pledges	2017 Cohort %	Cumulative Percent
	2015	2016	2015	2016	2017			
\$20,000.00	2	2	\$55,000.00	\$55,000.00	\$56,000.00	2	14.5%	14.5%
\$15,000.00	1	1	\$15,000.00	\$15,000.00	\$45,000.00	3	11.6%	26.1%
\$10,000.00	7	7	\$77,400.00	\$80,020.00	\$59,400.00	5	15.3%	41.4%
\$7,500.00	2	2	\$16,100.00	\$18,000.00	\$24,300.00	3	6.3%	47.7%
\$5,000.00	7	7	\$42,920.00	\$41,700.00	\$43,340.00	7	11.2%	58.9%
\$4,000.00	10	9	\$41,820.00	\$38,080.00	\$42,600.00	10	11.0%	69.9%
\$3,000.00	9	11	\$30,200.00	\$34,640.00	\$39,910.00	12	10.3%	80.2%
\$2,000.00	15	17	\$34,360.00	\$41,580.00	\$30,420.00	13	7.9%	88.1%
\$1,000.00	26	21	\$35,290.00	\$29,100.00	\$37,560.00	28	9.7%	97.8%
\$500.00	8	8	\$5,100.00	\$5,108.00	\$4,910.00	7	1.3%	99.0%
\$0.00	13	9	\$3,390.01	\$1,862.01	\$3,678.00	14	1.0%	100.0%
	100	94	\$356,580.01	\$360,090.01	\$387,118.00	104	100.0%	

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## Cumulative Percent of Pledges

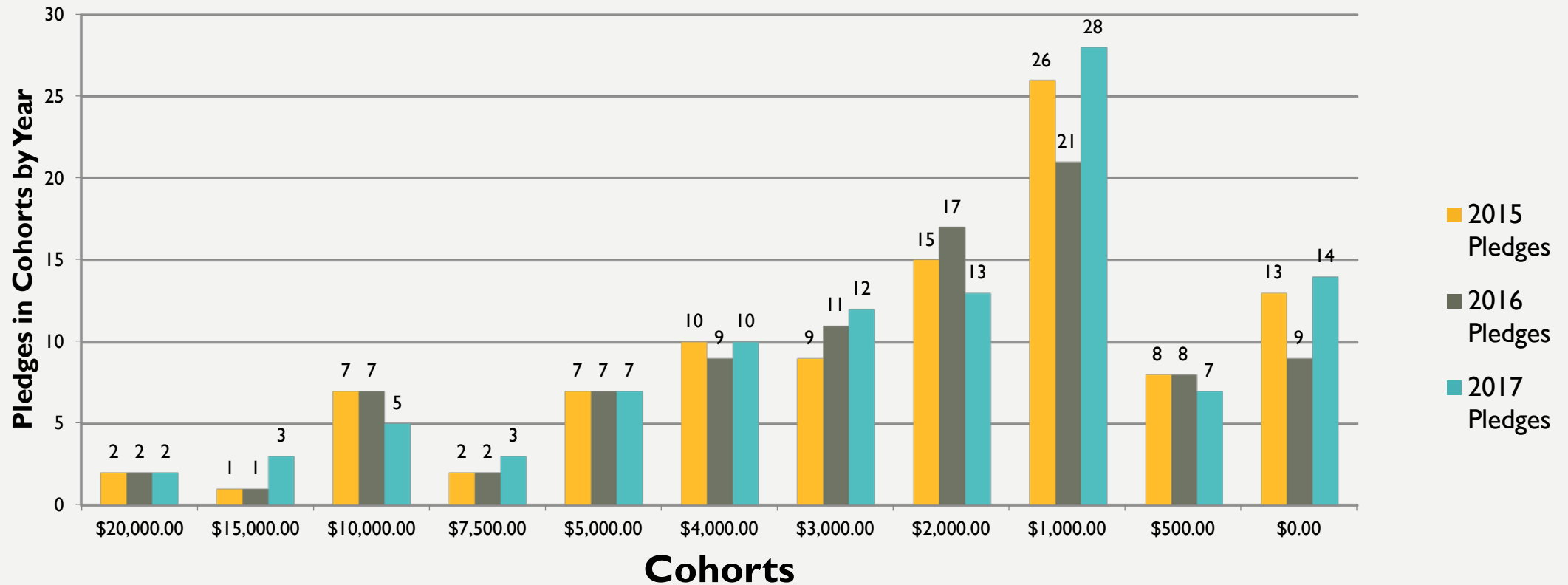


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## 2015, 2016 & 2017 Cohorts



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- THANK YOU!
- Please come to the forums on February 12 & 19 to help in shaping the 2018 pledge drive.