



Entrust your work to the LORD, and your planning will succeed.

**Stewardship corner**

**2016 Pledge and Non-Pledge Results & Plan of Action**

We want to thank everyone who participated in the Stewardship Campaign for 2016. Your pledges insure that we have the resources to meet our projected needs and goals for this year.

Second, we wish to thank Mike Mackensen who provides the analysis to help us determine what the numbers mean both from an historical perspective and going forward.

The third point we want to emphasize is that individual giving data is held under the strictest level of confidentiality at Immanuel. Mary Ann Vaughan, our business manager, Mike Mackensen as our financial analyst and Dick Curry, Chair of the Stewardship Committee, are the only persons with access to individual pledge data.

**Results for 2016:** As you can see in the table below:

- Pledges ranged from \$100 to over \$30,000.
- The average pledge dropped from \$6,979 in 2015 to \$6,543 in 2016, while the median remained \$4,000 for both years.
- There are four more giving units but \$47,990 fewer dollars pledged this year.
- While non-pledge revenue rose, the combined total was \$38,486 less.
- The loss of one large donor and the effect of retirements/moves and other adverse demographic changes account for the dollar decrease.

**Putting this in an historical context...**

Since 2010, pledge income has exceeded \$1 Million. The year-to-year giving for the last 5 years has been relatively steady at an average increase of about 1.3% although we have experienced a slight drop off in the last two years. We have relied heavily upon those givers who are nearing retirement or have retired. This places future IPC revenue at risk.

**Where do we go from here?**

The Stewardship Committee is developing a plan for growing the pledge base to provide the funding needed to meet the Staffing and growth needs of Immanuel beyond 2016.

This will require the following:

- Develop better information about the demographics of the existing and

potential pledge base to better understand the risks & opportunities.

- Develop an outreach program to the Congregation to do the following:
  1. Better inform the members about the practice of stewardship and provide resources to assist with developing a personal commitment. This initiative includes the launch of The Stewardship Corner in this publication.
  2. Help members with prioritizing Stewardship in relation to other forms of personal giving
  3. Better inform the Congregation regarding the level of pledge income that is needed to maintain the planned growth of Immanuel
  4. Communicate the impact and activities of the various ministries of Immanuel on a regular basis
  5. Convert Stewardship to a year round focus and program. For example, on Sundays, you will be hearing Minute for Mission on the topic of "Why I love Immanuel" more often.

Here is a frequently asked question:

**Why is it important that I pledge rather than just continue to put money in the donation plate every Sunday?** All donations are appreciated; however, pledges are important to permit Immanuel to manage its budget each year. To keep this in balance, IPC uses pledges for estimating revenue. With greater contributions, we can add programs, staff or services for our members and the community. If pledges are less, we may be forced to reduce programs, staff or services, or defer building and ground maintenance.

Please reach out to us on of the Stewardship Committee members with your questions and suggestions or your desire to join. Our contact information is:

- Dick Curry; Chair: (703) 629-0772 rca1817@aol.com
- Elizabeth Hefferon; Session Liaison: 703 623-9017 theff2@verizon.net
- Kathy Bagden: (703) 477-6399 kbagden@yahoo.com
- Bill Huylar: (703) 343-0812 whuylar@huylar.com
- Mike Mackensen: (703) 919-8334 mackensens@msn.com
- John Tysse: (703) 734-0120 jtysse@ntll.com
- Hal Van Gieson: (703) 969-2532 hvg@micradc.com
- Ann Winston: (703) 973-0520 awinston1111@cox.net

**IPC PLEDGE AND NON-PLEDGE GIVING SUMMARY**

	2015	2015	2016	2016	NET	
	ACTUAL	ACTUAL	PROJECTED	PROJECTED	UNIT	\$
	UNITS	\$	UNITS	\$	CHANGE	CHANGE
REVENUES						
PLEDGE REVENUE	164	1,147,143	168	1,099,153	4	(47,990)
NON-PLEDGE REVENUE		86,163		95,667		9,504
TOTAL PLEDGE/NON PLEDGE REVENUE		1,233,306		1,194,820		(38,486)
PLEDGE DETAILS BY GIVING LEVEL	UNITS	\$	UNITS	\$		
OVER \$30,000	6	275,000	5	228,000		
\$25,000 TO 29,999	1	25,010	1	25,000		
\$20,000 TO 24,999	5	100,025	4	82,000		
\$15,000 TO 19,999	8	129,900	7	120,300		
\$10,000 TO 14,999	12	131,601	16	175,700		
\$5,000 TO 9,999	43	283,147	43	277,488		
\$2,500 TO 4,999	35	123,634	32	112,556		
\$2,000 TO 2,499	14	30,820	13	29,088		
\$1,000 TO 1,999	30	40,463	31	40,346		
LESS THAN \$1,000	10	5,000	16	8,675		
TO BALANCE PL FILE TO REPORTED INCOME		2,543				
	164	1,147,143	168	1,099,153		
AVERAGE		6,979		6,543		
MEDIAN		4,000		4,000		
RANGE		\$100 TO >30,000		\$100 TO >30,000		

COMMENTARY: IN RECENT YEARS, PLEDGE INCOME HAS GROWN AT NO MORE THAN A HIGH 1% PACE, AND HAS FINANCED AROUND 85% OF THE IPC OPERATING BUDGET. FOR 2016, ALTHOUGH THERE WAS A NET INCREASE IN THE NUMBER OF PLEDGES (4), THE TOTAL DOLLAR AMOUNT WAS DOWN. THIS REFLECTS THE ABSENCE OF ONE HISTORICALLY VERY LARGE DONOR, AS WELL AS THE EFFECTS OF MOVES, RETIREMENTS, DEATHS AND OTHER DEMOGRAPHIC FORCES WHICH LARGELY OFFSET THE POSITIVE EFFECTS OF NEW PLEDGE AND NON-PLEDGE DONORS.