Canvass Committee Report for the Annual Report

Progress of the Fiscal Year 2023 Annual Membership Canvass

The FY23 canvass concluded last year in May 2022 with pledges totaling $352,212 versus a budget goal of $370,000. As of May 5, 2023 the church has received $300,000 in fulfillment of these pledges and another $50,000 expected to be collected during the final months of this church year. As evident in the chart below our experience in FY23 represents a significant drop-off from prior years, both in the number of pledging households and in funds contributed. The loss of two major donors from FY22 points to the congregation's vulnerability when we are dependent on a few large contributors and pledge amounts are not more evenly distributed among members.

Status of the Fiscal Year 2024 Annual Membership Canvass

In April 2023 we launched the canvass for Fiscal Year 2024 with an initial goal of seeing pledges increase by 8% – to a total of $374,000 – in order to reflect increased operating costs. However based on the further decrease in number of pledging households and pledge commitments to date, we have set a goal of $327,00. As of May 5, 2023 our canvassers had generated pledges totaling $294,000, or 90% progress toward our budgeted goal.

We had certainly hoped that our canvass would have generated greater member commitments to support a larger canvass goal. We ask members to stay engaged in their generous financial support of First Parish, not only during the canvass that takes place for one month in the spring, but also forward into the new church year. How great it will be if in our next report to the congregation we can announce that our $327,000 goal was well exceeded by your added generosity!

Please refer to the Finance Committee May 2023 Annual Report for a more in depth analysis of the canvass trends and of our overall financial condition.

Edward Page, Chair
Margaret Williams, Co-Chair

Pledging Trends

Total Pledges ■   **Pledge Units** —

	FY19	FY20	FY21	FY22	FY23 Projected	FY24 Projected
Total Pledges	386,210	399,239	394,238	414,301	350,000	327,000
Pledge Units	119	120	136	115	98	95

Left axis: Total Pledges ($200,000–$450,000). Right axis: Pledging Units (70–150).

Change in Pledges		13,029	(5,001)	20,063	(64,301)	(23,000)
Major Contributor Losses					(30,000)	(10,000)

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