

Annual Pastoral Appeal: 3 Year Comparison

	2017	2018	2019
SUMMARY: <i>(as of week prior to Mid Year Meeting)</i>			
Commitment Weekend	2/18/17	2/4/18	2/17/19
# of Pledges/Gifts	24,475	24,923	22,097
% Participation	20%	20%	18%
Total Amount Pledges/Gifts	\$8,457,200	\$8,664,130	\$8,095,833
Average Pledge/Gift	\$346	\$348	\$360
NEW: <i>(as of week prior to Mid Year Meeting)</i>			
# of NEW Pledges/Gifts	3,329	4,238	3,283
Amount of NEW Pledges/Gifts	\$681,723	\$943,470	\$612,218
Average NEW Pledges/Gifts	\$205	\$223	\$186
# New Donors Making Gift NEXT Year	1,490	1,693	n/a
Increase/Decrease in Pledges/Gifts	\$85,699	\$7,660	n/a
Increase/Decrease in Average Pledge/Gift	\$58	\$4	n/a
# New Donors Making Gift 2-years Out	906	n/a	n/a
Increase/Decrease in Pledges/Gifts	\$55,802	n/a	n/a
Increase/Decrease in Average Pledge/Gift	\$61	n/a	n/a
INCREASE: <i>(as of week prior to Mid Year Meeting, NOT NEW DONORS)</i>			
# of Donors with INCREASED Pledge/Gift	5,041	5,283	6,979
Amount of INCREASE	\$1,003,163	\$754,164	\$706,709
Average INCREASE Pledges/Gifts	\$199	\$143	\$35
DECREASE: <i>(as of week prior to Mid Year Meeting, NOT NEW DONORS)</i>			
# of Donors with DECREASED Pledge/Gift	4,383	5,052	5,948
Amount of DECREASE	-\$1,228,920	-\$1,002,107	-\$1,082,874
Average DECREASE Pledges/Gifts	-\$280	-\$198	-\$182
POTENTIAL:			
Gave in 2018, Not Yet in 2019	10,102 <i>9,720</i>	\$3.1M <i>\$2.7M</i>	\$307 Average <i>\$273</i> Average
Gave in 2017 & 2018, Not Yet in 2019	5,604 <i>5,601</i>	\$2.4M <i>\$1.9M</i>	\$428 Average <i>\$337</i> Average

Food for thought:

new donor in 2019
av gift = \$186

2-year+ donor
av gift = \$428

So... it would take
11,000 new donors to
make up for the **5,604**
historic donors who
have not participated
to date

