

Stewardship 2025-26 Campaign report

The campaign ran from February 16 through March 23. As of the last day the pledges reached \$187,322. The goal was set at \$225,000 so that is approximately 80% raised. The theme was Sing 4 the Green based on a parody written and performed by Nick Smith. Other songs were used for each Sunday service and provided the basis for weekly e-news items. The songs were used for the offertory and I made a comment before each collection wearing a green dress. The dresses were related to the stories and comments used in her statement. Many positive comments were received after the services, especially regarding the personal stories. There were also many positive comments on the Jacquie Lawson cards that were sent to open and close the campaign and to thank each person who pledged.

120 printed packets and e-cards were sent to members and regular participants. 37 of the cards were not opened. Each person who did not open a card was sent an email asking for feedback on why they did not open the cards. Only 2 replied. One doesn't like e-cards and asked not to be sent any more. The other said that she did not receive the card although she got the email. I suspect the fact that I cannot have the card sent as being from UUCSC is part of why the cards got ignored.

Sara Kaplow sent me the names of those who pledged so a thank you could be sent. When a digital card was sent I waited one week to see if it had been viewed. If not, I sent a printed thank you card. 22 printed cards were sent. Postage totaled \$103.66. The paper products were all supplies that the office had on hand. Mary donated green paper for the appeal letter, green heart stamps leftover from last year, a decorated pledge box leftover from last year and 5 poster boards for the Oneto room and the sanctuary. Total value less than \$10.00. I recommend a budget line of \$150.00 for 2025-26.

The UUA is now recommending shorter campaigns of 3 to 4 weeks. Finance chose to make phone calls to those who had not pledged by 3/23. Someone to run the 2026-27 campaign should be appointed by January of 2026 in order to have time to plan. A notebook detailing the last 4 years is in the office for that person to use should they so desire.

Submitted 3/28/2025.

Mary Fulton