



**Give/Serve Lead
January 10, 2019**

The committee did not meet in December with the Appeal ongoing.

Annual Appeal – We received 234 pledges (EOGs) as of 12/31/2019 for \$635,524. This is down from prior year's responses of 272 EOGs. The average pledge per giving unit increased from \$2,617 in 2019 to \$2,716 in 2020 (3.8%). In reviewing the details, we feel confident that most of those who didn't respond are still committed and active members. Additionally, the period for the appeal was less than past years.

This number and the giving trends are used to support an estimate of membership giving for the upcoming budget year. After discussion with Pastor Horner and Paul Hensel, and review of membership giving this past year, we recommended to the finance committee a 2020 budget number of \$1.2 million. This considers membership giving for the 2019 operating budget was \$1,179,000 (on a budget of \$1,230,000.) It also considers a slight increase of 1.8% over 2019 actual giving based on the average increase in pledges for 2020.

Other factors that were considered:

- Trinity has had one of its strongest giving years in 2019 considering the capital campaign and other designated gifts that are reported separately.
- This budget number considers that there will be renewed efforts on the capital appeal, which while it should be separate from a commitment to the annual appeal, there is a tendency to impact overall giving.
- Attendance has been stable, but we are seeing shifting patterns.

During these conversations, we challenged the Finance Committee and will challenge Council on their responsibility to help create a culture open to discussions on giving and finances to support our ministry and celebrate the glory of God. Jen asked each of the members of the Finance Committee to identify 5 people to approach for a discussion on our ministries, the financial needs of Trinity to support our ministries, and what they can do to assist. This became clear to us as a goal for our committee to educate, empower and support lay leaders (i.e., Give, Serve, Lead).

At our next meeting, we will strategize on how the Give, Serve, Lead committee will lead this initiative as a primary charge for 2020.

We are at an exciting point in the history of Trinity – what better way to celebrate Christ than by strengthening personal relationships!

Our next meeting is Wednesday, January 22nd at 6:30pm.

Humbly submitted,

Jen and Mike