

Frequently Asked Questions about the Pledge Campaign

Turning Point 2017 at Peoples Church

What is the pledge campaign?

Every year we ask members and friends of Peoples Church to pledge monetary support to pay the operating budget for the upcoming year. Pledges pay for 95% of the church's expenses, which include staff salaries, programs, building upkeep, and other costs.

We just had a pledge campaign last fall. Why are we at it again so soon?

Last fall's campaign was for the current budget year – 2016 – while this campaign supports the 2017 budget. This year's campaign is beginning and ending earlier than previous ones, running July through September.

Why is this year called a “no hassle” campaign?

While the campaign will kick off in July, reminders and phone calls will not begin until September and will focus on those who have not yet returned a pledge form. *Turn in your pledge as soon as possible during July and August to avoid the hassle.*

I'm hearing about “Miracle Sundays.” What are those?

Miracle Sundays are days devoted to getting a large number of pledges back all at once. We encourage everyone to pledge early, but if you don't, you can help wind up the campaign by bringing your pledge to church on September 4 or 11.

Do I still need to pledge if I volunteer in the church?

Yes. Our church needs the time, talents, *and* financial support of everyone in the community. We understand not everyone can contribute as much as they would like, yet we all must pledge something along with volunteering our time. *It takes both.*

A 25% increase in my pledge is a lot. Why is the increase so high this year?

This year's pledged income falls short of our budget needs by about 25%. Temporarily, we are filling the gap with reserve funds, but those funds are limited and won't last more than two years at the current spending level. It's vital to raise our income now to avoid making major cuts in our operating budget in the future.

Won't growth naturally take care of the problem?

In the long run, yes. While we will soon embark on an exciting new phase with our Developmental Minister, our development project is just beginning. It will need a few years to gain momentum in growing the UU movement in Cedar Rapids, so it is vital for everyone to participate at the highest level they can right now.