

Explainer: Establishing the Pledge Campaign Goal

Turning Point 2017 at Peoples Church

Finance Committee recommends the 2017 Pledge Campaign Goal be established at \$165,000, which is a 25% increase over the amount pledged for 2016. This amount absolutely represents a challenging goal. However, if major progress can not be achieved, future budgets will require substantial cutbacks in church operations.

	Fiscal 2016 Budget Income	Fiscal 2017 Projected Budget Income	
Pledged Amount	\$131,420	\$165,000	
Actual Pledge Income	\$122,221	\$153,450	
*Other Income Sources	\$8,150	\$8,150	
Endowment Income	\$28,000	\$24,000	
<i>Expenditure from Unrestricted Reserves</i>	\$23,484	\$0	
Total Income / Expense	\$181,855	\$185,600	(2% increase)

*Includes Sunday Cash Collection, Unpledged Donations, New Pledges, Room Rentals, Fundraisers, RE Fees, and Other Gifts

Methodology Used by Finance Committee to Establish 2017 Goal:

1. Increase 2016 Total Income/Expense projection by 2% to establish 2017 budget goal.
2. Assume Other Income Sources amounts remain the same.
4. Reduce Endowment Income from \$28,000 in 2016 budget to a more sustainable \$24,000.
3. Set Expenditures from Unrestricted Reserves to \$0, as these are funds intended for other uses.
5. Back calculate with these numbers to establish required Pledge Income.
6. Use 93% pledge fulfillment (actual pledge payment received vs. pledged income) to calculate 2017 campaign goal.

RWB 6/10/16