



2012 Stewardship Drive Information Packet

Congregational Church of San Mateo



Renew!

Dear CCSM beloved community:

The lyrics to the song “Seasons of Love” from the musical *Rent* ask an important question: what truly counts as we seek to mark time and usher in new seasons of life?

*Five Hundred Twenty-Five Thousand Six Hundred Minutes
Five Hundred Twenty-Five Thousand Moments so Dear
Five Hundred Twenty-Five Thousand Six Hundred Minutes
How Do You Measure - Measure A Year?*



The song delivers a compelling answer: *Measure in love*. When we measure each moment of life by love, the things that really matter rise to the surface. Thinking back on 2011 we can remember so many moments of love because the power of love undergirds everything we do at CCSM.

As we prepare CCSM’s financial plans for 2012, we seek to continue in that love. So, we chose as our stewardship theme -- **RENEW**. Renew means to give fresh life or strength, or to extend for a further period. Based on the wonderful momentum that we have already achieved, our goal is to renew that momentum in 2012 as we continue to let our love reach even further. In the coming year we will:

- **RENEW** our mid-high and senior high programs
- **RENEW** our sanctuary as renovation begins in January
- **RENEW** our commitment to progressive Christianity
- **RENEW** our commitment to social justice
- **RENEW** our commitment to musical excellence
- **RENEW** our interfaith work

We are asking you to renew your pledge to CCSM for 2012. If you haven’t made a pledge, renew your commitment to CCSM by pledging this year. Most importantly, thank you for helping to make CCSM a vibrant, loving community. Here’s to measuring our success by how much we love and feel loved!

Yours in renewal,



Penny Nixon, Senior Minister



Chris Yeh, SFO Chair



Stewardship 2012: The Details

Goals:

- **RENEW** our mid-high and senior high programs as Raj and Bonnie create a transformational experience for our young people
- **RENEW** our sanctuary as renovation begins in January and we move worship into Kloss Hall, an opportunity to connect more intimately
- **RENEW** our commitment to progressive Christianity through launching an adult educational year-long program at CCSM
- **RENEW** our commitment to social justice by building relationships with our neighbors as the Local Outreach Task Force calls us to action
- **RENEW** our commitment to musical excellence as our new Minister of Music and Arts enhances our music program and extends it to the community
- **RENEW** our interfaith work by collaborating on another Peace Village

Specifics:

- Deliver a pledge campaign of **\$550K** (versus \$535K in 2011) to support CCSM as it continues to grow
- Grow the number of pledging units/partners from 231 to **240**
- Ask sustaining pledge members to increase their pledges as they are able, including **considering moving to the next higher pledging band or increasing their pledges by 5%** (see next page); that's the "+" (plus) in the Renew logo

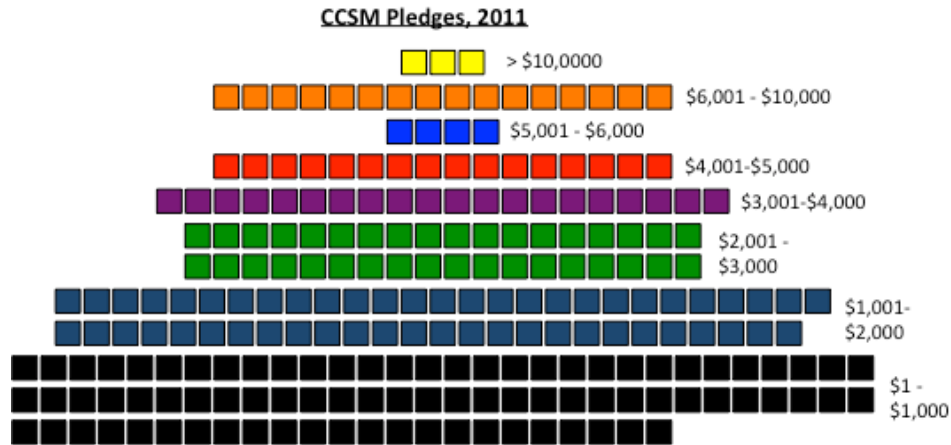
Stewardship Timeline:





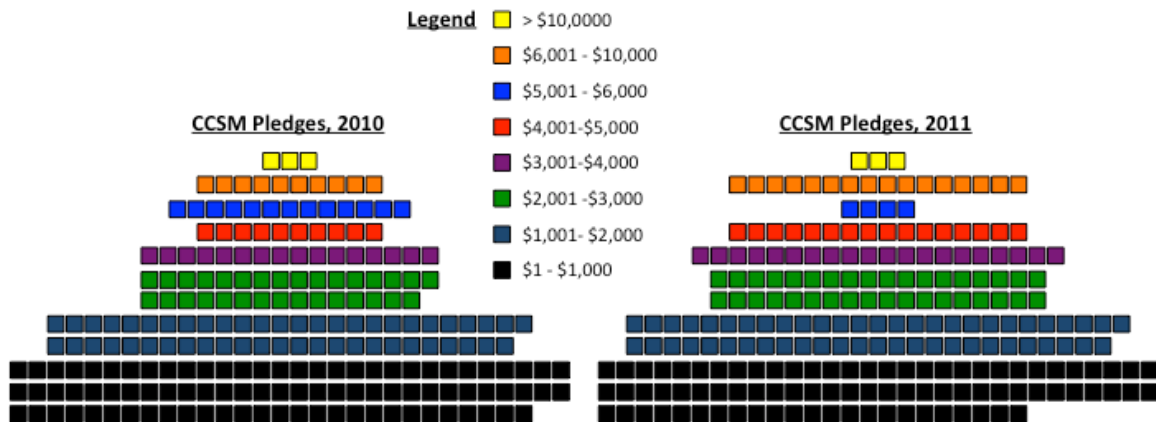
How much should I pledge?

A common question that we get, especially from new members, is how much they should pledge. For a guide, please see the chart below, which shows how many pledges were submitted for 2011 and the levels of each pledge. The average pledge in 2011 was \$2,646, up from \$2,226 the year before.



From Pyramid to Diamond?

Last year, we asked congregation members to move up a pledging band with the goal of turning the traditional pledge 'pyramid' into more of a pledge 'diamond', with the greatest number of pledges in the middle of the band as opposed to the bottom. Please see the diagram below to see how our pledge 'shape' changed from 2010 to 2011.





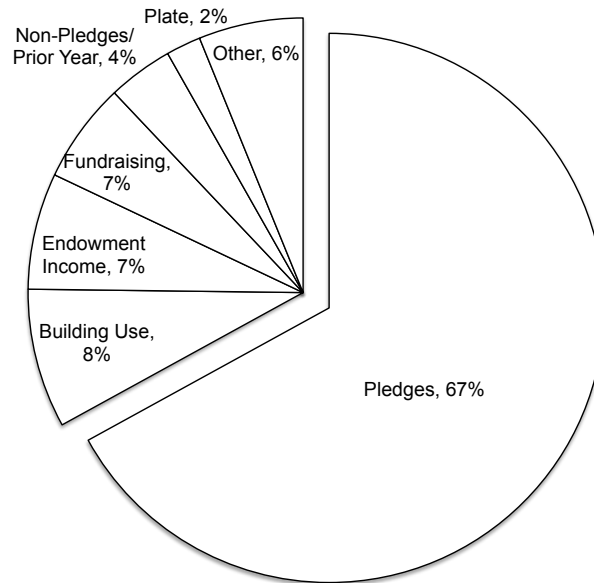
CCSM Financial Data (2011 Budget)

How does CCSM generate income? Where does CCSM spend its budget? Here's the latest breakdown based on this year's budget.

Sources of Income

Notes:

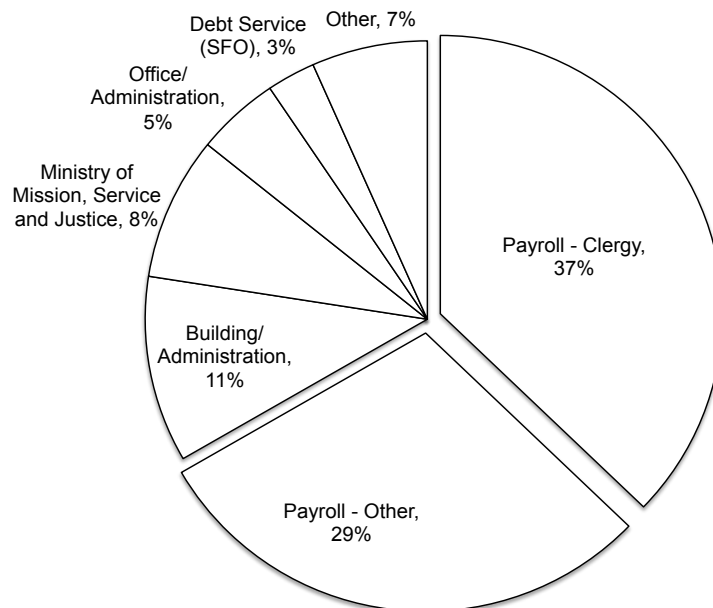
- (1) Plate = 2% of budget but is dramatically higher because plate has been directed to specific causes this year
- (2) Endowment income now includes new building endowment transfer
- (3) Fundraising includes Ellipsis fundraising



Expenses

Notes:

- (1) MSJ is projected to be 8% of budget in 2011 versus 6% in 2010
- (2) Most costs fixed





How to Submit Your Pledge

In order to accept your pledge at CCSM, we need to obtain or create a written record of the pledge. There are a number of ways that you can do this:

1. Contact Pearly Masters, our Church Administrator, via email (pmasters@ccsm-ucc.org) or phone (650.343.3694)

Special note: Pearly will be available on 10/23 after Sunday service to accept, write and explain pledge cards

2. Fill out a pledge card (see below, also can be found in the pews and our website) and leave it for Pearly at the church office or send it to Pearly via email or regular mail
3. Submit your pledge online (probably a good idea to contact Pearly anyway): <http://ccsm-ucc.org/giving.php>

Questions?

For questions, you can contact any church staff member, Pearly or Chris Yeh (cbyeh@yahoo.com)

2012 Pledge Card:

CONGREGATIONAL CHURCH OF SAN MATEO, UCC
2012 GIVING CARD

Envelope # _____
(for office use only)

Print Name(s) _____ Phone _____

Address _____

City _____, CA Zip _____

Email _____

- I/We plan to give an annual total of \$_____ for 2012
- Envelopes required: weekly monthly none
- Plan to use a Credit Card (MC/Visa) or Electronic Fund Transfer (EFT/debit) payment plan.
- Plan to give online (www.ccsm-ucc.org)
- A gift to CCSM is in my trust or will.

Signature _____ Date _____



CONGREGATIONAL CHURCH
OF SAN MATEO, UCC

I plan to give for the calendar year 2012
an Annual Total of \$ _____

- Weekly Monthly Annually
- Check Credit Card EFT

KEEP THIS STUB FOR YOUR RECORDS