

## **ANNUAL PLEDGE CAMPAIGN REPORT**

(Saint Mark's Cathedral Parish)



THE EPISCOPAL CATHEDRAL OF  
**SAINT MARK**  
WELCOME | INSPIRE | SERVE | TRANSFORM

- Number of potential pledging households: **700 to 800**
- Number of 2010 pledges: **507**
- Amount pledged in 2010: **\$1,174,725**
  
- Pledged in 2010, but not in 2011: **100** households
- Amount these households pledged in 2010: **\$131,169**
  
- **Revised** 2011 campaign target: **\$1,250,000**
- Number of 2011 pledges: **504**
- Total amount pledged in 2011: **\$1,080,974**
- Amount **decreased** from 2010 campaign: **\$93,751**
- Percentage **decrease**: **(8%)**
  
- Phase One pledges: **49 of 49** households
- Phase One amount pledged: **\$195,756**
- Phase One **increase** from 2010 campaign: **\$23,946**
- Percentage **increase**: **(13.9 %)**
  
- Phase Two pledges: **81 of 85** households
- Phase Two amount pledged: **\$434,909**
- Phase Two **decrease** from 2010 campaign: **\$86,539**
- Percentage **decrease**: **(16.6%)**
  
- Amount of matching funds: **\$62,450**
- Number of "new" pledges: **97**
- Amount of "new" pledges: **\$75,865**
- Matching funds used: **\$54,379**
  
- Number of 2011 pledges **increased**: **48**
- Amount of **increase** in 2011: **\$68,860**
  
- **2009** – 521 pledges for \$1,159,215
- **2010** – 507 pledges for \$1,174,725
- **2011** – 504 pledges for \$1,080,974  
**\$3,414,914**

**Randy Revelle**, Chairman  
Stewardship Committee  
January 30, 2011

**ANNUAL PLEDGE CAMPAIGNS (2009-2011)**  
**(Weekly Pledge/Dollar Totals)**

<u>Week</u>	<u>Pledges</u>			<u>Dollars</u>		
	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
1	96	111	58 <b>23</b>	\$462,849	\$511,667	\$212,596 <b>\$88,505</b>
2	—	—	81 <b>56</b>	—	—	\$301,101 <b>\$122,705</b>
3	179	213	137 <b>74</b>	\$632,811	\$707,256	\$423,806 <b>\$153,950</b>
4	—	—	211 <b>38</b>	—	—	\$577,756 <b>\$66,412</b>
5	258	282	249 <b>31</b>	\$801,251	\$819,648	\$644,168 <b>\$53,170</b>
6	—	—	280 <b>40</b>	—	—	\$697,338 <b>\$108,662</b>
7	359	350	320 <b>58</b>	\$945,941	\$902,790	\$806,000 <b>\$104,672</b>
8	—	—	378 <b>73</b>	—	—	\$910,672 <b>\$76,122</b>
9	376	413	451 <b>53</b>	\$960,657	\$977,164	\$986,794 <b>\$94,180</b>
10	—	—	<b>504</b>	—	—	<b>\$1,080,974</b>
11	410	<b>507</b>		\$1,002,356	<b>\$1,174,725</b>	
12	—			—		
13	434			\$1,056,021		
14	—			—		
15	464			\$1,101,766		
16	—			—		
17	<b>521</b>			<b>\$1,159,215</b>		

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