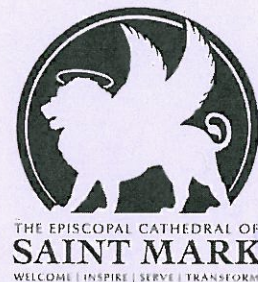


Date: January 30, 2011
From: Randy Revelle, Chairman
Stewardship Committee
To: St. Mark's Cathedral Parish
Re: **2011 Stewardship Program**



Stewardship Goal: Transform Saint Mark's Cathedral Parish into a growing faith community of grateful givers of time, talent, and treasure.

2011 Annual Campaign Objectives:

- First, conduct a faith-based annual campaign (we met that objective);
- Second, increase parish participation by receiving pledges from at least **600** households (we received pledges from **504** households); and
- Third, maintain the 2010 level of Saint Mark's ministries, programs, and staff by raising at least **\$1,250,000** in pledges (we raised **\$1,080,974** in pledges).

Campaign Theme: *"The place where your treasure is, is the place you will most want to be, and end up being."* Luke 12:34 (The Message)

Successes to Celebrate:

- The **49** members of Saint Mark's Vestry/officers, Finance and Stewardship Committees, and Cathedral clergy/staff increased their 2010 pledges an average of **14 percent**.
- We received an impressive total of **97** new pledges from households that did not pledge last year.
- **Forty** volunteers contacted more than **600** parish households.
- We finished our Annual Campaign as promised on **December 12, 2010** – one week earlier than last year and seven weeks earlier than 2009!

Areas We Hope to Improve:

- Our number of pledging households decreased slightly – from **507** for 2010 to **504** for 2011. Stewardship is about participation, not just about raising lots of money. Stewardship is about encouraging every member of our parish community to join us by making a pledge.
- Our 2011 pledges account for **two-thirds** of Saint Mark's operating revenues. We must find ways to reduce our reliance on pledges by diversifying our future revenues.
- We reduced but did not eliminate the last-minute panic about cutting programs or staff. Earlier pledging would help us move from worrying about falling short to celebrating generosity.

How You Can Help:

- Contribute generously of your time, talent, and treasure to Saint Mark's programs and ministries.
- Make your 2012 pledge early, and help us avoid the last-minute panic.
- Talk about pledging throughout the year. Let people – especially younger members and newcomers – know why you support Saint Mark's financially.
- Volunteer to help with our 2012 Annual Campaign next fall.

Enclosed for your information are: (1) an Annual Pledge Campaign Report; (2) comparative data on the 2009, 2010, and 2011 Annual Campaigns; (3) a list of Annual Campaign activities during 2011; and (4) a progress report on the 2011 Stewardship Work Program.