



## Canvass Report for 2017

The 2017 canvass theme was “Light the Way” and featured an interesting picture of an LED that just happened to look like a chalice. To add to this theme vintage pictures of Canadian lighthouses were added to the canvass website at [www.yxd.ca/2017](http://www.yxd.ca/2017).

The canvass used the same process as previous years:

- Newsletter articles in Feb, Mar, and Apr
- A special web site with canvass info at [www.yxd.ca/2017](http://www.yxd.ca/2017)
- A direct appeal letter to our previous year’s donors
- A poster in the church lobby with canvass information
- Order of service inserts in Feb and Mar
- Pledge forms in the order of services in Mar
- Canvass talks in Sunday services in the month of Mar
- Email reminders to members that had not pledged by the end of Mar
- A final email reminder to people who hadn’t pledged in Apr

The 2017 canvass got off to a bit of a late start this year. I was a bit late putting together the theme and missed getting an article into the January newsletter. Sending out the direct appeal letter to the previous donors happens once the 2016 tax receipts are completed. In 2016 we had run tax records in parallel in the existing “Donations Database” and in the new Power Church software. Both records matched up well and we are now recording all donations in Power Church. The donor letter used information merged directly from Power Church and was mailed out on Feb 6<sup>th</sup>. The donations database is now retired and the previous canvass activity of manually matching up the donors with their addresses in a separate spreadsheet is no longer required.

Pledges are now being entered directly into Power Church for the second year. I thank Ruth Merriott for managing all the pledge forms and for entering all the pledges into Power Church this year. With two years of entries we can do a better follow-up as Power Church tracks contributions against pledges. In June we will be able to send out reminders to those who have not completed their 2016/2017 pledges.

We received 108 pledges this year totalling \$151,054 which should result in annual donations of \$164,000 (see graph on page 2). We had 22 of our ongoing monthly donors who did not complete a pledge form however they are included in the 108 pledges as their donations count towards the \$151,054. Here are some notes:

- 108 families pledged this year
- 8 new families pledging this year for the first time
- 22 families raised their pledges over last year
- 16 families reduced their pledges over last year
- 7 new preauthorized monthly payments were set up
- 29 families did not pledge (about 21% which is quite good; up to 30% is typical)

Thank you to all the donors that continue to support this church and to everyone who returned their pledges this year. Special thanks to our new donors this year and to those that set up preauthorized monthly payments.

Thanks to Ruth Merriott for organizing and entering the pledges this year. And thanks to Janet Polkovsky for diligently entering the ongoing donations. Unless there is someone else who would like to take over canvass I agree to continue as canvass chair for another year.

Andrew Mills

### Calculation of Estimated Budget

Each year the purpose of Canvass is to collect pledges in order to estimate the annual donation amounts for the church budget in advance of our annual general meeting. This is why canvass ends early in April. Pledges received after canvass is completed are not included in the budget estimate.

I have been tracking the amount of pledges against the annual church donations and have graphed the amounts since 2009 below. From 2009 until 2016 the actual donation amounts (by tax year) have been 9% higher than the amount pledged (by church year). There have been a few variations in 2011 (18%) and in 2015 (0%) but overall the average remains pretty close to 9%.

The other thing you will notice is that there is an overall downward trend to our actual donations. How we are making up the shortfall in donations with rentals and other income is shown in the church budget.

