

# Church of the Larger Fellowship

Donor Snapshots  
Compiled February 2014

**Donor Snapshots 2013 Data**—please note: this data will not roll up into total giving

As of February, 2014, the typical CLF donor profile:

*A current CLF donor is likely from the US, a CLF member, not a minister, a woman, 65+, and gives about \$100/year in one gift through the mail, and has done so for 4 or more years.*

## **Details about donors who gave to the CLF in 2013:**

In 2013, 1600 donors gave a total of \$366,359.28. This group, over their giving lifetime, has contributed an average of \$1,124.91 to the CLF over the course, on average, of 4.5 years.

## **Giving Array (cumulative 2013):**

\$1-24: 135  
\$26-50: 376  
\$51-99: 120  
\$100-249: 637  
\$250-499: 158  
\$500+: 164

## **Stats for this group (2013 contributors) over the last five years:**

2013: \$366,359.28 - Average giving \$228.97 over 3.6 years  
2012: \$323,778.23 - Average giving \$202.36 over 3.2 years  
2011: \$283,460.43 - Average giving \$177.16 over 2.8 years  
2010: \$246,712.23 - Average giving \$154.20 over 2.1 years  
2009: \$207,989.00 - Average giving \$129.99 over 1.9 years

## Statistics from the CLF eTapestry database:

Number of records in eTapestry: 8178  
Records with no giving: 4342  
CLF Non Minister Member Households: 1802  
CLF Minister Members: 402  
CLF Prisoner-Members: 554  
CLF PenPals: 179  
Quest Mailing List Size: 3402  
Quest Electronic List Size: 300  
UUWorld Mailing List Size: 2781  
Non-Member Ministers who gave in 2013: 102  
Non-Member Non-Ministers who gave in 2013: 233  
CLF Members with Waivers: 36  
Ministers who are NOT CLF members (but receive *Quest*): 1122  
2013 CLF Supporters with birthdate information: 1134 out of 1600  
2013 CLF Supporters with gender information: 1318  
2013 CLF Supporters Female or Woman Designation: 797  
2013 CLF Supporters Male or Man Designation: 518  
2013 CLF Supporters in 2013 Known to be 65 or older: 554  
2013 CLF Supporters in 2013 Known to be 36-64: 526  
2013 CLF Supporters in 2013 Known to be 18-35: 54  
2013 CLF Supporters in the US: 1494  
2013 CLF Supporters in Canada: 44  
2013 CLF Supporters Overseas: 62

**The CLF underwent a database conversion from Raiser's Edge to eTapestry on November 21, 2012, in part because of the UUA could no longer legally support maintaining CLF records, which they had done for many years, but also due to the increasingly online nature of the CLF and the need for a cost-effective, more online-friendly database.** For that reason the following data presented here cannot accurately reflect historical benchmarks. They have not been included. To minimize maintenance costs (eTapestry charges by size of dataset) and in an attempt to preserve data integrity to the best of our ability, the conversion included people who had associations or giving to the CLF on or since January 1, 2007, but not before. The UUA maintains an archive of CLF data from before January 2007.

## Recurring Donors 2013

Monthly: 251 giving 2643 gifts totaling \$77,774. Average per donor \$309.86  
Quarterly: 70 giving 222 gifts totaling \$10,502. Average per donor: \$150.03

## **Online Donors 2013**

Source: CLFuu.org: 107 giving 140 gifts-\$14,108. Average per donor \$131.85  
QuestForMeaning.org: 94 giving 129 gifts-\$8,781. Average per donor \$93.41  
Online Worship: 49 giving 96 gifts-\$2215. Average per donor \$45.20  
Daily Compass: 26 giving 26 gifts-\$495. Average per donor \$19.04

Total Number of Online Gifts (source codes were not captured until mid-2013) in 2013 was 404.  
Total Received from Online Gifts in 2013 was \$35,324  
Average 2013 Online Giving/donor: \$87

## **Mailed Donations**

Total Number of Mailed Donations in 2013: 2,552  
Total Received from Mailed Gifts in 2013: \$331,035.28  
Average Mailed gift: \$129.72

## **New Supporters**

New Supporters in 2013: 268 with an average of \$134.75 per donor totaling \$36,114.75

## **Lapsed Supporters**

Lapsed Supporters who last gave in 2012 but not in 2013: 473  
Last gave in 2011: 443  
Last gave in 2010: 296

**Individual Donors Supporting Specific Ministries** (to streamline giving pages to optimize giving, per fundraising expert consensus, option to designate specific ministries was disabled in November 2013). Direct mail and electronic solicitations target general operating funds, even if a specific ministry is highlighted in the appeal. The CLF has not restricted donations to specific areas.

Military Ministry: 23 donors giving 70 gifts totaling \$1,068. Average per donor: \$46.42  
F/B/O Prison Ministry: 38 donors giving 112 gifts totaling \$3,119. Average per donor \$82.09  
Family and Young Adult Ministries: No donations were specifically designated to Family or Young Adult Ministries in 2013

## **Staff and Intern Giving 2013:**

10 Staff (excluding Senior Minister and Executive Director) and Interns gave \$3,860 in 2013 averaging \$386 per donor

This comparison looks at those who gave in 2013 contrasted with previous year giving.

Status	Number of Donors	% of Donors	2012	2013	\$ Changed	% Change
	1600		\$ 323,778.23	\$ 366,359.28	\$ 42,581.05	13
New	267	16	\$ -	\$ 36,114.75	\$ 36,114.75	0
Recapture	190	11	\$ -	\$ 28,233.10	\$ 28,233.10	0
Upgrade	356	22	\$ 68,509.65	\$ 116,239.50	\$ 47,729.85	69
Same	421	26	\$ 96,398.96	\$ 95,236.96	\$ -	0
Downgrade	366	22	\$ 158,869.62	\$ 89,372.97	\$ (69,496.65)	-43

CLF Member/Nonmember Contribution Lines General Operating (excluding grants):

	2006	2007	2008	2009	2010	2011	2012	2013
<b>Raised</b>	\$255,174	\$302,371	\$302,300	\$303,521	\$295,287	\$373,947	\$377,097	\$366,359
<b>Goal</b>	\$280,000	\$282,000	\$336,500	\$316,500	\$316,500	\$368,500	\$392,195	\$386,793
<b>Delta</b>	(\$24,826)	\$20,371	(\$34,200)	(\$12,979)	(\$21,213)	\$5,447	(\$15,098)	(\$20,434)
<b>Gifts/Donors</b>	3562/1283	4190/1562	4446/1533	4606/1577	4813/1518	5931/1737	5753/1618	5599/1600
<b>Avg. Gift</b>	\$ 71.63	\$ 72.16	\$ 67.78	\$ 65.89	\$ 61.35	\$63.05	\$65.54	\$65.22
<b>Avg/ Donor</b>	\$198.89	\$193.58	\$197.19	\$197.48	\$194.52	\$215.28	\$233.06	\$228.25

	2006	2007	2008	2009	2010	2011	2012	2013
<b>\$500+ Annual Contributions</b>	<b>118</b>	<b>130</b>	<b>127</b>	<b>123</b>	<b>122</b>	<b>138</b>	<b>159</b>	<b>164</b>
<b>Largest 10 Annual Contributions*</b>	\$5,000	\$5,500	\$6,050	\$10,000	\$9,500	\$16,015	32664	13000
	\$3,700	\$3,650	\$4,325	\$6,000	\$4,375	\$6,878	8000	10100
	\$3,600	\$3,600	\$3,000	\$4,400	\$3,710	\$6,000	6711	6500
	\$3,500	\$3,087	\$2,425	\$4,000	\$3,000	\$5,438	5473	4800
	\$3,000	\$3,000	\$2,260	\$3,439	\$2,500	\$4,400	4450	4360
	\$2,260	\$2,500	\$2,050	\$3,200	\$2,300	\$3,684	3600	4243
	\$2,006	\$2,300	\$2,050	\$2,345	\$2,250	\$3,650	2400	4000
	\$2,000	\$2,007	\$2,008	\$2,200	\$2,000	\$2,934	2300	3776
	\$1,744	\$2,000	\$2,000	\$2,000	\$2,000	\$2,400	2200	3600
	\$1,560	\$2,000	\$1,950	\$1,800	\$2,000	\$2,350	2100	2000
<b>Average of top 10</b>	<b>\$2,837</b>	<b>\$2,964</b>	<b>\$2,812</b>	<b>\$3,938</b>	<b>\$3,364</b>	<b>\$5,375</b>	<b>6990</b>	<b>5637.97</b>

**\*The largest 10 annual contributors have not fluctuated, have a long-time association with the CLF, are well known to us, and have been identified as leading prospects and action plans are already formulated or slated for development per the 2013/2014 Unified Fundraising Initiative.**

2013 Donors-Expressed in Household, aka, Giving Units																	
Overall	#	Mem	NM	2013 Avg	# Gifts Year	Lifetime Avg.	Avg. Length/Years	Total In 2013	New in 2013	New Since 2010	Last Gift in Q1 2013	Last Gift in Q2 2013	Last Gift in Q3 2013	Last Gift in Q4 2013	Last Gift in 12/2013	Give Online	Recurring
Members	1265			\$253.56	4.1	\$ 1,324.70	5.1	\$320,757.33	125	430	109	142	164	439	314	182 (14.4%)	233 (18.4%)
Non members	335			\$136.13	1.7	\$ 370.50	2.7	\$ 45,601.95	143	227	29	62	42	175	125	97 (30%)	18 (5.3%)
	1600	1265	335	\$228.97	3.6	\$1,124.91	4.5	\$366,359.28	268	657	138	204	206	614	439	279 (17.4%)	251 (15.7%)
Minister vs. NonMinister	#	Mem	NM	2013 Avg	# Gifts Year	Lifetime Avg.	Avg. Length/Years	Total In 2013	New in 2013	New Since 2010	Last Gift in Q1 2013	Last Gift in Q2 2013	Last Gift in Q3 2013	Last Gift in Q4 2013	Last Gift in 12/2013	Give Online	Recurring
Nonminister	1326	1093	233	\$229.31	2.4	\$ 960.71	4.5	\$304,063.33	244	571	121	175	172	481	334	242 (18.3%)	217 (16.4%)
Minister	274	172	102	\$227.36	3.1	\$ 354.40	4.6	\$ 62,295.95	24	86	17	38	38	137	105	37 (13.5%)	34 (12.4%)
	1600							\$366,359.28	268	657	138					279 (17.4%)	251 (15.7%)
Country	#	Mem	NM	2013 Avg	# Gifts Year	Lifetime Avg.	Avg. Length/Years	Total In 2013	New in 2013	New Since 2010	Last Gift in Q1 2013	Last Gift in Q2 2013	Last Gift in Q3 2013	Last Gift in Q4 2013	Last Gift in 12/2013	Give Online	Recurring
US Donors	1494	1257	335	\$228.97	3.7	\$ 1,132.20	4.5	\$343,766.66	251	614	127	198	189	571	407	245	237
Canada	44	39	5	\$233.22	2.2	\$ 1,106.50	4.1	\$ 10,261.71	9	16	3	4	5	25	17	10	6
Non-US/Canad	62	24	3	\$110.81	3.1	\$ 962.41	4.2	\$ 12,330.91	8	27	8	7	12	18	15	24	8
	1600							\$366,359.28	268	657	138	209	206	614	439	279 (17.4%)	251 (15.7%)
Special	#	Mem	NM	2013 Avg	# Gifts Year	Lifetime Avg.	Avg. Length/Years	Total In 2013	New in 2013	New Since 2010	Last Gift in Q1 2013	Last Gift in Q2 2013	Last Gift in Q3 2013	Last Gift in Q4 2013	Last Gift in 12/2013	Give Online	Recurring
PM Members	6	6	0	\$113.00	2	\$ 403.00	2.7	\$ 678.00	2	3	2	1	1	2	1	0	0
Penpals	94	38	56	\$141.80	2.9	\$614.98	4.4	133.31	15	44	2	2	2	32	18	13 (34.2%)	5 (13.2%)

## Other

**General Assembly Results:** Beginning in 2007, the CLF asked worship service attendees to make a pledge to the CLF for later payment. This is in compliance with UUA conference rules, but in 2014, formal permission was granted.

General Assembly Year	Total Received
2007-Portland, Oregon	\$4,914
2008-Fort Lauderdale, FL	\$2,175
2009-Salt Lake City, UT	\$5,353
2010-Minneapolis, MN	\$3,599.25
2011-Charlotte, NC	\$17,830.14 (installation and challenge fund)
2012-Phoenix, AZ	\$7820.00
2013-Louisville, KY	\$6545.33

## Recent Special Collection Receipts

Year	Amount	Congregation
2007-\$524	\$524	UUs of Clearwater Florida (f/b/o Prison Ministry)
2008-\$2,384	\$2,179	Main Line Unitarian Church (f/b/o Prison Ministry)
	\$205	UU Congregation of Marin (General Operating)
2009-\$1067	\$639	East Short UU (Ohio) (General Operating)
	\$428	Anchorage UU Fellowship (f/b/o Church of the Younger Fellowship)
2010-\$257	\$257	East Shore UU (Ohio) (General Operating)
2011-\$12,977.35	\$387.42	First Unitarian Society of Minneapolis (Prison)
	\$5,438.43	First Universalist Church-Minneapolis (Prison)
	\$346	UU Fellowship of Central Oregon (General)
	\$1293	UU Church of Reading (Prison)
	\$927	West Short UU Church (Prison)
	\$875	First Unitarian Church of Oakland (Prison)

	\$904	UU Congregation of Atlanta (General Operating)
	\$1992	First Unitarian Church-Portland Oregon (Prison)
	\$500	First Universalist Church of Denver (General)
	\$314.50	First Unitarian Church-Omaha Nebraska (General)
<b>2012-\$1,565.91</b>	\$500.00	UUs of Clearwater FL Inc.
	\$613.45	Rogue Valley UU Fellowship
	\$341.46	UU Fellowship of Ames
	\$111.00	Maumee Valley UU Congregation
<b>2013-\$14,142.78</b>	\$1,296.09	First Unitarian Church, Rochester, NY
	\$1,743.11	Unity Church Unitarian of St. Paul
	\$ 916.00	West Shore UU Church
	\$755.00	Fox Valley UU Fellowship, Inc.
	\$1,725.00	Eliot Unitarian Chapel
	\$2,053.48	Main Line Unitarian Church
	\$703.56	First Universalist Church, Minneapolis, MN
	\$182.75	The Unitarian Society: A Unitarian Universalist Congregation
	\$ 575.00	UU Church of Canton
	\$ 77.00	First Parish in Cohasset
	\$3,940.79	First Unitarian Universalist Church, San Diego

**Board Giving- (Includes General Operating for the years in which a board member served, and Special Support counted only during a board member's actual tenure dates). Also includes giving for the Senior Minister and Executive Director:**

		CLF Board Giving							
		2008	2009	2010	2011	2012	2013td	2014 pledges*	
<b>Unrestricted Board Giving:</b>		\$ 19,521	\$ 20,015	\$ 24,040	\$ 29,038	\$ 33,139	\$ 32,063	\$ 23,960	
<b>Special Initiative Board Gifts:</b>									
Leadership Exploration Fund			\$ 5,230						
Online Sanctuary Creation				\$ 24,825					
Senior Minister Installation					\$ 8,165				
CLF March Event						\$ 10,600			
2012 December Board Challenge Fund						\$ 15,850			
2013 Year End							\$ 2,500		
<b>Total Board Giving:</b>		<b>\$ 19,521</b>	<b>\$ 25,245</b>	<b>\$ 48,865</b>	<b>\$ 37,203</b>	<b>\$ 59,589</b>	<b>\$ 34,563</b>	<b>\$ 23,960</b>	<b>\$ 248,946</b>



## **Recent Special Fundraising Initiatives**

Monies from Individual Supporters (not including grants or organizational giving)

Leadership Exploration Fund, 2009: \$7,450

Installation of Meg Riley, 2011: \$5,025

Online Sanctuary capacity building (website), 2010, 2011: \$29,665.05

Website Marketing Fund, 2011: \$2,500

Challenge Grant for the Online Sanctuary 2011: \$109,437 in Qualifying Funds going to General Operating, Jones Monies \$96,793.49 toward Q4M development.

Challenge Grant for December 2012 to close general operating delta\*: Board Pool for Match: \$14,980 Leading Donor Pool: \$18,451

\*Only the Board Pool can be viewed as new money, given the initiative was at year end and donors to the Leading Donor Pool and to typical fundraising appeals and activities at this time of year cannot be attributed to this effort with certainty.

## **Recent CLF Grant Activity—2013/2014 Activity Highlighted**

### **New York State Convention of Unitarians:**

- Pending Spring 2014—Funds toward Challenge from Fall 2013 UUFP proposal, , Dynamic Unitarian Universalism: Online Family Faith Development and Spirituality
- Spring 2013—Received \$4,000 Engaging International Young Adults
- Spring 2012-\$5,000 Social Media Staffing Continuation
- Spring 2011-\$3,000 Social Media Staffing

### **Society for Propagating the Gospel Among the Indians and Others in North America**

- Spring 2013—Received \$1,200 for General Support

### **Unitarian Universalist Funding Program Fund for Unitarian Universalism**

- Winter 2013-Received \$8,000 plus \$4,000 Challenge Grant, plus \$2,000 for technical assistance. Dynamic Unitarian Universalism: Online Family Faith Development and Spirituality.
- Winter 2012-\$14,000 CLF Online Sanctuary: Enhancing Technical Capacity
- Winter 2011-\$15,000 CLF Online Sanctuary: Building Technical Capacity
- Spring 2011-\$14,500 CLF and Joseph Priestley District Spread the Flame
- Winter 2010-\$18,000 Beacon of Liberal Faith

### **Unitarian Sunday School Society**

- Spring 2013-DECLINED \$5,000 Request 'Online Family Religious Education Resources'
- Winter 2011-\$3,000 Dynamic Faith: UU Games for Online Learning

### **Unitarian Universalist Veatch Program at Shelter Rock**

- Spring 2014: \$5,000 (?) for Accounting Guidance
- Winter 2013: \$30,000 General Operating
- Spring 2013: \$5,000 Case Statement
- Winter 2012: \$25,000 General Operating

### **Unitarian Universalist Women's Federation: Equity and Justice Panel**

- Spring 2013: DECLINED \$5,000 request for Online Worship Series for Liberal Religious Women
- Spring 2011-\$5,000 Liberal Religious Women in Crisis: Pastoral Support

### **Recent In-Kind Support:**

Google AdWords: Up to \$120,000/year indefinitely

eTapestry: 15% service discount for 3 years (add-on services to be billed at the going rate)

CLFuu.org mobile website: 40 hours of developer time