

FY2026 Pledge Campaign Update

Pledge Team Members: Linda Lewis (lead, 2nd year); Kent Sprunger (many years), Dara Schumaier (Finance Committee Chair), Lisa Drotter (2nd year, brochure layout), Rev. Heather Rion Starr(many years), Donna Dolce (new to Pledge team)

Pledge Campaign Theme: Writing Our Next Chapter Together

What's a little different:

- Better documentation to ease turn over for FY27 (we will definitely need a new brochure person)
- A separate Communications Plan
- Early working with communications committee to avoid wasted work and time
- Clear expectation that key messages in brochure, webpage, testimonials need to come from leadership
- Asking Committees to provide input on FY25 accomplishments and FY26 goals for possible inclusion in brochure, webpage, testimonials
- Potential in-person (after service) session for Understanding our budget process and why Pledging is important (not agreed to by Pledge Committee yet)
- Potential in-person(after service) session on Technology - How to Pledge Online (not agreed to by Pledge Committee yet)

Where we need BOT help:

- Identifying key messages
- Identifying potential speakers for testimonials
- Early pledges
- Early feedback