

UUSD ANNUAL PLEDGE CAMPAIGN:

Writing Our Next Chapter Together

With your support, our next chapter will be an engaging story that will set the stage for our next 25 years!

Prologue: 2024 Achievements

- Incorporated exciting growth with over 30 new members
- Increased UUSD's visibility in & direct contributions to our wider community
- Hosted numerous community gatherings, including films, forums, and remembrance events
- Increased staff support for our facilities and completed several significant building improvements
- Increased staff support for our family programs, including Our Whole Lives (OWL) program for 7th-9th graders
- Strengthened communications outreach with improved website, e-Beacon newsletter, 300% increase in Facebook reach
- Celebrated UUSD's 25th Anniversary with joy, photos, and music
- Conducted All-Congregational Survey to focus next steps
- Initiated Coffee & Conversation with the Board, and 2 new strategic teams: Facilities and Stewardship
- Improved UUSD financial management; strong pledge fulfillment, fundraising, and newly secured 5yr mortgage renewal

Our Next Chapter: 2025-26 Opportunities

FY26 will be a crucial year for UUSD as we extend our vision and respond to the needs of our growing congregation.

With your pledge, we will:

- Add paid CFE support 2 Sundays/month
- Assure the long-term sustainability of a robust and comprehensive communications program, including digital marketing
- Widen our collaboration with local community partners, additional hands-on service projects, and greater outreach
- Deepen our community character with focused workshops on handling conflict and differences
- Keep up with costs associated with our growth, including incremental increases in staff hours
- Continue needed facilities improvements
- Maintain & support our excellent Minister, Staff, and Volunteer Committees & Teams

Contributions:

How to Make Your Pledge

There are three different ways to pledge. Choose the one that fits for you:

- Complete an online form (available on the website at uusd.org), which will be delivered automatically to the Treasurer.
- Print and complete a paper form, scan/photo it, and submit it via email to pledge@uusd.org (which will be auto-forwarded to the Treasurer).
- Print and complete a paper form and mail it to UUSD, marking the envelope: "Attn: UUSD Treasurer—Private."

Note: You can begin paying on your FY26 pledge beginning July 1, 2025.

Go to uusd.org and click "**Donate.**"


UUSD Pledge Team


Questions?


Contact the FY26 Pledge Campaign Team Members: Linda Lewis (Chair), Donna Dolce, Lisa Drottar, Rev. Heather Rion Starr, and Kent Sprunger.


GENEROSITY GUIDE


Every financial commitment is valued. It takes all gifts to enable UUSD to thrive. Each of us will have our unique circumstances to consider in making a pledge. This Generosity Guide is a tool to help you translate your pledge into real dollars.

 **RED** contributors come from households that have a source of steady income—a job that pays well, a good pension, or income-producing assets. You are fortunate to have discretionary income. If so, your household is red. A red pledge may be \$5,000 or more.

 **MAGENTA** is similar to red but a little bluer. Magenta means you and perhaps others in your household have a reasonably high income. You may be magenta, rather than red, if you have kids in college, high medical bills, or other obligations that reduce your discretionary spending. A magenta pledge may be \$3,000-\$5,000.

 **PURPLE** comes in many shades. Purple may be retired and living on a fixed income. Purple may have income that varies from year to year. Purple may be helping other members of the family or be a single-income family. A purple pledge may be \$1,000-\$3,000.

 **BLUE** does not have a lot of money to spare. Blue may be paying off loans or living on a very modest income. Blue is beautiful and a valued part of our UUSD community. Blue pledges may be \$300-\$1,000.

 **LIGHT BLUE** is in a different situation financially and may need to pledge less than \$300 annually. Light Blue is a valued part of our Beloved Community.

From Our Minister



Dear UUSD'rs—

Though I can't read ahead in the UUSD story, I am confident that this congregation is on an excellent path. With your support and engagement, we can keep adding to the chapters we have already written together. We have a strong staff team, a dedicated cadre of lay leaders, a growing cohort of children and youth, a steady stream of newer-comers eager to become meaningfully involved, an energizing Mission and Vision, a beautiful facility and location, and a clear need for a lively progressive faith voice in Sussex County and beyond.

Together, we WILL Write Our Next Chapter—and I know it will be a great one. Thank you for being a crucial part of our collective effort! With great gratitude for your participation, and honored to serve as your Minister.

— Rev. Heather Rion Starr

From Our Board President



Dear UUSD Members and Friends,

Our next fiscal year (FY26) is shaping up to be another challenging one for UUSD. Your pledge is an investment in the future of this liberal, progressive community, and helps support the following programs: spiritually-grounded leadership provided by our Minister, an inspirational music program, a vibrant and rapidly growing Children's Faith Exploration Program—among other programs. Support and Staff for these ministries and committees, mortgage and insurance payments, utilities, along with dues to our Unitarian Universalist Association, make up a large portion of our annual operating budget.

In order for this year's campaign to be a success, I urge everyone to give as you are able. The future of our congregation is bright. Your annual pledge is the material form of your love for all that is UUSD.

—Paul Barnette

Unitarian Universalists of Southern Delaware
30486 Lewes Georgetown Highway
Lewes, DE 19958
302-313-5838

Writing Our Next Chapter Together



2025/2026
Pledge Campaign



**UNITARIAN
UNIVERSALISTS
OF SOUTHERN DELAWARE**

**A Welcoming and
Progressive Spiritual
Community**

uusd.org

