

Appendix 3

ATTENDANCE/MEMBERSHIP SUBGROUP REPORT

Trends from 2009 through 2018

Membership trend.

Membership dropped from 844 in 2009 to 797 in 2018. However, we believe that the count of those that are formal members is not as reliable and precise an indicator of church vitality as # of pledging units or worship attendance. Large drops in membership count are more a function of when the church gets around to purging inactive members from the list, than anything else, and this is done very irregularly (for instance all of the difference in membership between 2009 and 2018 can be explained by a purging of the list in 2015). Typically, a member that has grown away from the church does not ask to be removed. We can say, however, that there is not a trend of increasing formal membership over the last 10 years. Interestingly, the average new members /year is twice as large for the 2009 – 2013 period as for 2014-2018 period (42 new members per year in 2009 - 2013 vs. 19 new members per year in 2014 - 2018).

The total number of pledging units.

The number of pledging units dropped from 443 in 2009 to 366 in 2018, a trend with an annual average reduction of 1.5% per year. Should this trend continue into the future, the projected number of pledging units in 2023 would be 351. This is a concerning long-term trend and should continue to be monitored. While it has been decided to hire a third minister, whether this trend continues could influence the next clergy staffing decision. We recommend that a plan should be developed to stabilize or reverse this trend, complete with the assignment of responsible staff and members.

Further investigation should look at the ratio of pledging units to membership units in 2018/19. We should also analyze this committee's survey data to understand how pledgers are different than non-pledgers (age, worship attendance, etc).

Average pledge size.

The size of the average pledge increased from \$2,153 in 2009 to \$3,291 in 2018, a trend with an annual average increase of 5.9% per year. Should this trend continue into the future, the projected average pledge size in 2023 would be \$3,750. What this shows is that we have fewer folks pledging, but those that pledge, pledge much more. While this increase in the average pledge is welcome, there is the worry about whether it can

continue to counterbalance the decrease in the number of pledges. Further investigation should look at how dependent we are on the top 1% of pledges or the top 5%.

Total pledge.

The total pledge increased from \$954,000 in 2009 to \$1,205,000 in 2018, a trend with an annual average increase of 2.9% per year. Should this trend continue into the future, the projected total pledge in 2023 would be \$1,366,000. This is good news, but there remains the worry that the average pledge size may not continue to grow so strongly.

Worship attendance.

The average worship attendance dropped from 369 in 2009 to 279 in 2018, a trend with an annual average reduction of 2.2% per year. Should this trend continue into the future, the average worship attendance in 2023 would be 253. This is a concerning long-term trend and should continue to be monitored. While it has been decided to hire a third minister, whether this trend continues could influence the next clergy staffing decision. We recommend that a plan should be developed to stabilize or reverse this trend, complete with the assignment of responsible staff and members.

We should look at the survey data to understand how frequent attenders are different than infrequent attenders (age, etc).

Who Joined the Church 2013-2018?

New Members to the church provide a short paragraph introducing themselves to the church community called a bio sketch. Biosketches from the years 2013-2018 were analyzed for common patterns in what the writers chose to include. 85 total biosketches were analyzed. Several key points about the recent members are relevant. The Youth Group and programming for youth represent an important driver for membership. Of the 85, 13 were youth members representing 15.3% of the total members who joined. Previous church membership and UCC membership are also important drivers for membership 62.5% mentioned previous church membership and 33.3% have had prior UCC experience (youth new members were excluded from the percentage calculation). Nearly a quarter of those who joined the church had moved to the Seattle region 5 years prior to membership. Of those who were adults, 45.8% mentioned they were retired, 37.5% mentioned their occupation, 75% mentioned a college education, 8.3% were ordained. Many adults also mentioned having children or grandchildren, 16.7%

mentioned their grandchildren, 6.9% mentioned elementary age children, 6.9% mentioned infant and toddler age children, and 1.3% mentioned adult children.

Why did they join?

In addition to demographic information from the bio sketches, when the new members mentioned a reason why they joined the church, these reasons were classified into a category. 40 chose to include a reason for joining, and 45 did not include a reason. Of those 40, the top reason for joining was the youth group (35%). Other common reasons for joining were welcoming beliefs (22.5%), the church felt vibrant (15%), music (10%), choir participation (5%), open and affirming (2.5%), children's ministry (2.5%), social justice (2.5%), LGBTQ justice (2.5%).

Our Church's Impact on Our Local Community and Wider World

The church has supported our local community and wider world financially and also through providing facilities use at below market rates for rental. In a four year period from 2014-2018, the church collectively gave 1.46 million dollars in outreach giving. Giving per year ranged from 262,070 to 315,139.

For the purposes of studying the church's outreach giving, the outreach giving section of the annual reports from 2014-2018 was used. Each organization was classified into a category based on the dominant purpose for that nonprofit. Then, the sum of giving over each year in each category was calculated. Based on dollars given, the table below represents the congregation's efforts. Top priorities in Outreach Giving were supporting the denomination through Our Church's Wider Mission, Pacific NW Conferencing Giving, global connections (primarily represents the church's commitment to Mwanzo Proud Farmers), children's education, and ending homelessness. Please note that the numbers represented in the table below come from data that was hand typed from the annual reports, so there are small errors in typing.

Purpose of Giving	Percentage of Total Outreach Giving 2014-2018
Denominational	34.97%
Global Connections	13.85%

Children's Education	11.98%
Ending Homelessness	10.68%
Neighborhood Services	5.99%
Ending Hunger	5.61%
Emergency Shelter and Repair	3.17%
Youth Housing and Ending Hunger	3.05%
Congregational Services	1.96%
Justice	1.59%
Interfaith	1.54%
Mental Health	1.48%
Environmental Justice	1.21%
Ending Domestic Violence	0.79%
Medical Services	0.62%
Multipurpose	0.60%
Peace	0.29%
Unclassified	0.27%
Ending Poverty	0.17%
Women's Health	0.16%

The same categories were used to classify the facilities use for groups. The facilities use does not include the church's committee meetings or board meetings for nonprofits associated with the church. It also includes the use of the sanctuary for musicians for concert rental. There were some organizations where estimating frequency of use did not make sense due to the variety of organizations and differences in the frequency of use. The most frequent use of the facilities is for children's and youth education and Teen Feed.

Type of Organization	Frequency of Use from 2013-2018
Ending Homelessness	7 times in 6 years
Mental Health	ongoing

Music Rental	6x/year
Children's Education	5x/week
Denominational	quarterly
Interfaith	under 10x/year
Ending Hunger	monthly
Youth Education	5x/week
Peace	monthly
Youth Ending Hunger	3x/week
Multipurpose	4x/week
Congregational Services	monthly
Medical Services	quarterly
Non-Violence	1 in 6 years
LBGTQ Justice and Support	1 in 6 years
Ending Gun Violence	1 in 6 years