

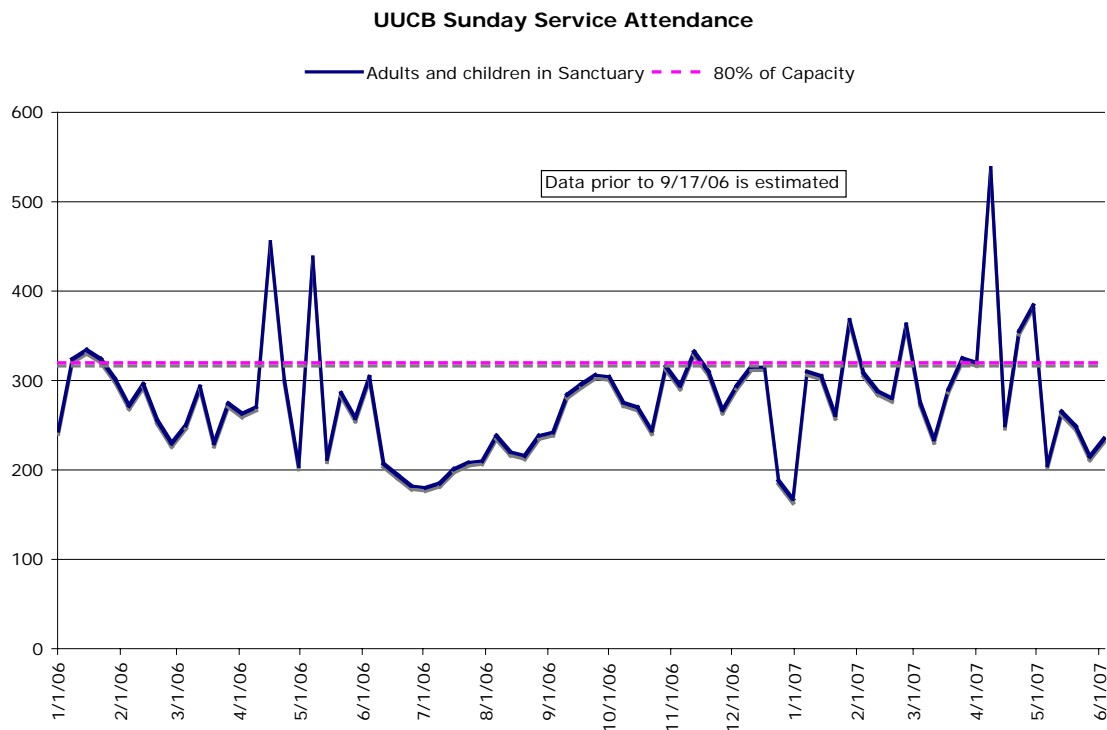
Report to the UUCB Board of Trustees
UUCB Coordinating Team
June 2007

It is an exciting new adventure for me to join in the work of the Coordinating Team. So far I've seen the successes of passing the yearly budget, based on the strongest Canvass in UUCB history, and congregational support to add a second Sunday Service with all the promise for growth that it brings. The fun comes from joining with so many committed and good-hearted people to fulfill the promise of Unitarian Universalism. This month we bring you an abbreviated report due to the advancement of the Board meeting.

Jean

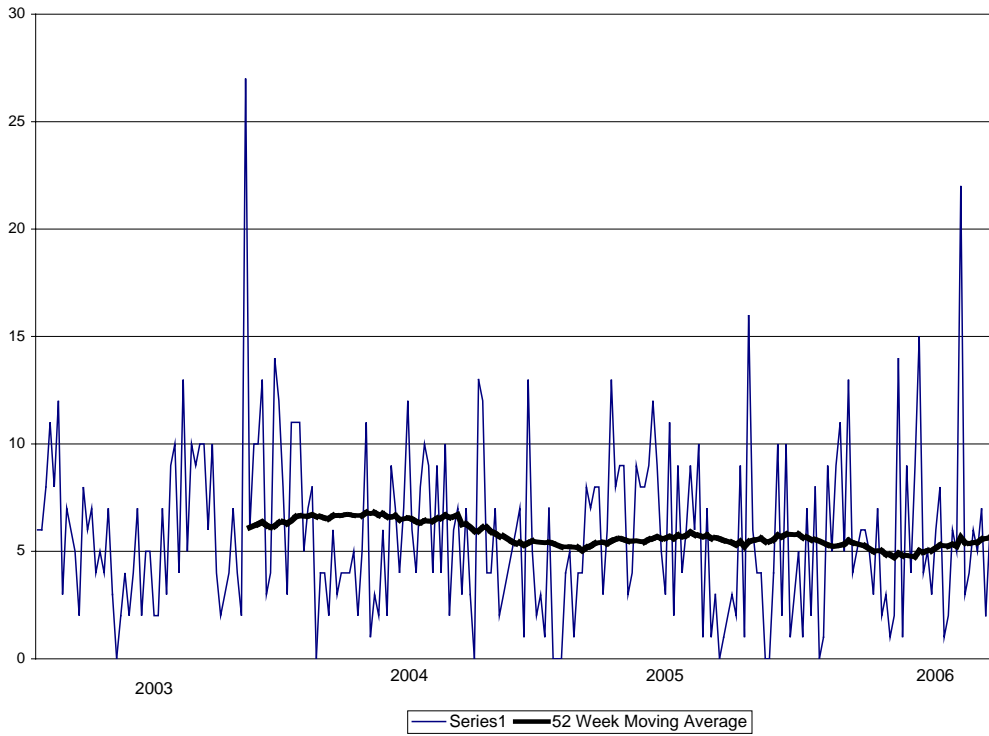
Worship, Visitor, and New Member Statistics

Attendance in May was about the same as last year, after our gradual trend of increase since the beginning of the year. We will likely not exceed the 80% capacity again until the fall. If we experience attendance changes similar to what was experienced in Kansas City and Houston, we will likely exceed 80% capacity nearly every Sunday starting in September. We have attached an interesting excerpt from a website called "churchplanning.net" which suggests that most membership plateaus are caused by exceeding the 80% threshold – and explains why.



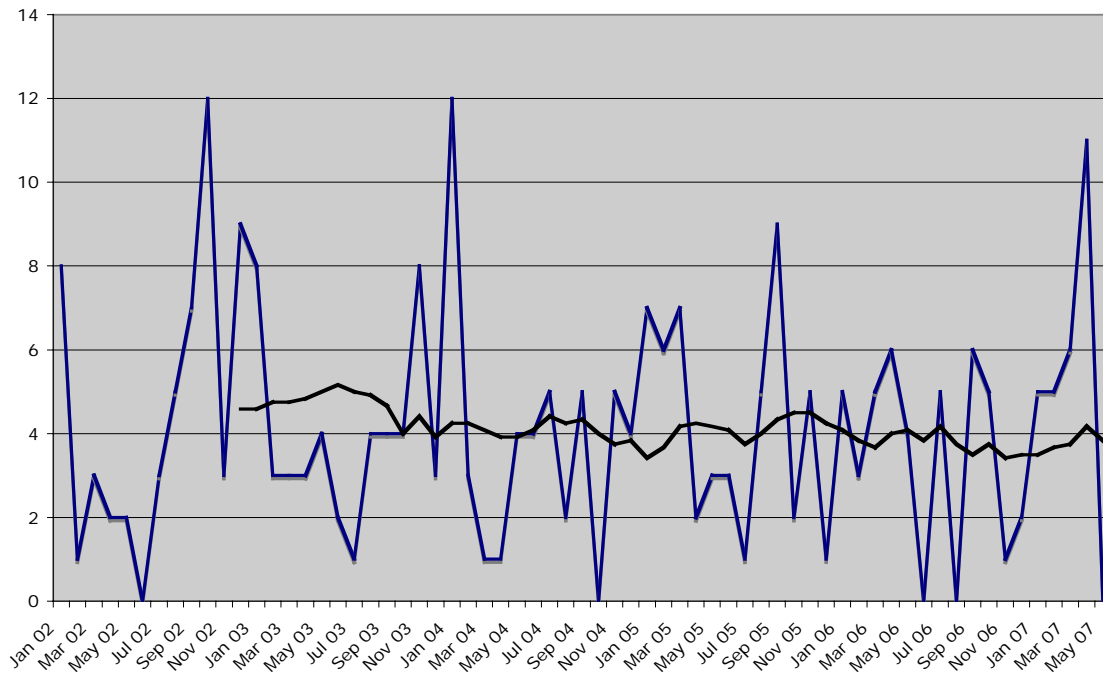
First time visitors continued the steady upward trend we have had since December, suggesting that a higher and higher percentage of our worship service attendees are guests.

UUCB Weekly First Time Visitors



We did not have any new members in May, which appears to be tied to confusion around the congregational meeting (which was also the new member signing Sunday). A number of people at the earlier orientation indicating they planned to join, which we expect to happen in this month.

UUCB New Members



Canvass

The Canvass Committee reports \$485,000 in pledges for next year, the highest total ever even though we lost 25 members last year (including some large pledgers). Approximately 15% of our member households have not pledged, which appears to be fairly “normal”. Most of these will provide some sort of contribution throughout the year, satisfying the requirement of a “contribution of record” for membership. Canvass worked with the Membership Committee to identify those who had not made any financial contribution for the last year, and these people were contacted by Membership to inquire about their relationship to UUCB rather than asking for money. There appear to be about ten people we expect to remove from membership in July, based on these calls.

In addition to the 330 households who pledged to the UUCB canvass, 118 contributions from UUCB have gone to the Bay Area Marketing Campaign, which has surpassed its goal of \$260,000 by \$14,000! This is about 30% of our member households, and 25% of the total number of gifts to the campaign.

Finances

You will see a new line under “income” this month: “Charitable Trust in Lieu of Pledge”. Several of our members contribute via a charitable trust, which per IRS regulations cannot be given in fulfillment of a pledge. The separate account allows our bookkeeper to certify to the charitable trust holder that this contribution “is not in fulfillment of a pledge”, but still allow us to budget as if it were a pledge. So for comparison, the first two income lines should be added together to compare to the budget, which means that our YTD (year to date) variance for pledges, our largest source of income, is nearly \$12,000 to the good. We are still budgeting this item conservatively for the year, to come in slightly under budget.

Other highlights for April include:

1. Continued strength in “other unpledged contributions”, nearly \$20,000 over YTD budget. We are blessed with a generous community!
2. Auction revenue has not yet been booked, but came in at the budgeted \$18,000 – a big thanks to Ann Harlow and many others who made this possible!
3. Community use rental income remains strong, with an expected overrun of over \$10,000.
4. We anticipate additional revenue from “investment income” which is still being investigated by Ilse Evans with the Endowment Committee.
5. General Expense shows a YTD overrun of nearly \$14,000, which we expect to continue. As previously discussed this is caused primarily by an overrun in expenses associated with the accounting system conversion items budgeted in places differently than they were booked.
6. Both revenues and expense are expected to come in higher than budgeted, resulting in our current forecast of a slight deficit. The conservative nature of our income projections suggests this will be more than eliminated by the end of June.

Attachment

Excerpt from <http://www.churchplanning.net>

“Often Church leaders are faced with crowded conditions and wonder what to do. Should they add another service? Should they try to expand the Worship Center? There is a second related question, which is, “When should we do this?” The concern in some instances is that if the church has a capacity of 500 people and 400 are attending, breaking into two services would result in two very empty looking services of 200 people. Out of concern about an “empty” perception, many churches are reluctant to provide another service or to increase capacity at the appropriate time. It is understood in church growth planning that when a church reaches 80% of its capacity in the worship center it is “full.” There are several reasons for this dynamic.

- * Most new attenders will arrive close to the start of the service, not wanting to be with a group of strangers for an undue period of time. They tend to enter the Worship Center when it's at its fullest.

- * This same group of visitors is likely to have little children with them. (Most visitors are looking to meet a perceived need for their children – teaching them something about God – which has prompted them to seek a church.) Unless the children are not in the Worship Center (for churches that have a children's church service) they will need four seats together. People tend to sit in a way that creates buffer space around them, resulting in groupings of one and two seats scattered throughout the Worship Center. A typical row of ten seats may have two empty at any given time. Newcomers are then faced with the dilemma of finding a place where all four of them can sit together. This can create some awkwardness, even with the best usher team, for the family can feel conspicuous, as “room is being made for them” rather than being readily available.

- * Another issue that comes into play is the perception of some regular attenders who begin to feel “crowded out.” This is disquieting to them, so they begin to consider other options and other churches!

The development of the 80% rule is based on statistical measurements. The Church that does nothing when they reach 80% capacity (i.e. does not add a service or provide additional seating space) may find the attendance goes up to 90% or 95% for a period of time. This is generally short-lived, because people feel crowded and cramped and certain attenders who have been there for a while may not like the new dynamic and move on looking for less cramped quarters – a place where they won't just be “a person in the crowd.” Statistics show that, after a period of time, the attendance will drop down from its high of 90 – 95%, gradually making its way back down to 80%. There may be brief periods where it fluctuates above this, but essentially, if nothing is done to increase capacity, the church eventually stops growing. This is the “lid.” (In other words, a church that has a seating capacity of 500 and has two services can only grow to 800 people over time.)

What this all points to is beginning another service or adding more seating capacity when the 80% mark is reached. Planning should revolve around the

80% figure. For example, a Church starts out with a seating capacity of 250. Once the attendance reaches 200, a second service is added. As they start the second service, it's understood that, when attendance levels and services are close to 200 each (400 total), it will be time to do two things:

1. Add a third service
2. Begin to implement a physical plan to provide increased capacity via an expansion, relocation or birth.

Please note that this strategy does not address issues of capacity in other parts of the building, such as the nursery, children's ministry, Sunday school, Youth, etc. It is assumed that the capacities of the other areas for ministry are somewhat proportional to the Worship Center (at least that is how they should have been planned)."