



## Pledge Drive FAQ

### What is the Pledge Drive?

Unity Atlanta receives no outside funding (with the notable exception of Federal COVID Relief funds in 2020 and 2021) so it is up to all of us to provide the funds needed to pay the church's expenses and keep it strong. The Annual Pledge Drive is when all Unity Atlanta members and friends make a financial commitment, a "Pledge", to support the church financially for the coming year.

### Why is it important?

The annual Pledge Drive is by far Unity Atlanta's largest source of income and provides the funds for our church's programming (both virtual and in-person) including the salaries of our dedicated staff and the upkeep of all the buildings on our campus, programs, and maintaining our virtual presence.

But the pledge drive is about a whole lot more than just keeping the lights on. It's about making sure that this welcoming community of love and hope is here... to nourish and support all of us, the communities we live in, and the world at large.

### Who Should Pledge?

We ask that all members and friends of the church make an annual pledge - and many who regularly come to Unity Atlanta do. If you have found inspiration, support, enrichment, and community at Unity Atlanta, whether in person, and/or on line, please consider making a pledge.

### Why should I pledge if I already contribute to the Weekly offering?

Contributions to the weekly offering (online or otherwise) are always welcome! But the money received in the collection plate isn't enough to cover our expenses, which include not only the building but the live stream process, our Interfaith Speakers, our giving to worthy causes, paying our amazing musicians and a multitude of other ways that we are living out our mission statement and realizing our vision.

### How much should I pledge?

Great question! Pledging is a personal decision that we hope you make after reflecting on the importance of Unity Atlanta in your life. We have several people who tithe more than 10% of their annual income.

Below is Unity Atlanta's "Suggested Fair Share Contribution Guide". By giving your Fair Share percentage, you'll know you are making a meaningful contribution regardless of the actual dollar amount.

## Suggested Fair Share Contribution Guide

Adjusted Annual Income	Suggested % of Income	Monthly Pledge	Annual Pledge
\$30,000	5%	\$ 125	\$ 1500
\$50,000	5% - 6%	\$200 - \$250	\$2,500 - \$3,000
\$75,000	6% - 7%	\$225 - \$300	\$ 4,500 - \$5,250
\$100,000	7% - 8%	\$300 - \$400	\$7,000 - \$8,000
\$150,000	8% - 9%	\$700 - \$800	\$7,200 - \$9,000
\$200,000	9% - 10%	\$1,800 - \$2,000	\$18,000 - \$20,000

We know that everyone's financial circumstances are different. We recognize and deeply respect the financial diversity of our congregation. So we invite you to participate at whatever level feels right for you. We know that many people pledge at an amount much higher than the suggested percent. Every pledge – large or small – is gratefully received.

### How do I make a pledge?

Click here [LINK THAT SAYS "SUBMIT YOUR PLEDGE ON LINE"](#) anytime to submit your pledge.

### When do I pay my pledge?

Pledges made in the October 2021 or after, should be paid between January 1, 2022 and December 31, 2022.

### What are my payment options?

Pledges are usually paid periodically throughout the year. (***Weekly, monthly or quarterly or lump sum payments are preferred***) Here are your payment options:

- Cash, Check, Credit Card, Money Order, Venmo, Cash App, Text
- **Online through your bank's "Bill Pay" feature** ○ Set up "Bill Pay" to automatically send payment to:  
Unity Atlanta, 3597 Parkway Lane, Norcross, GA 30092
- You can set up automatic deductions with a debit or credit card and choose whether you would like the donation to come out on the 5<sup>th</sup> or 20<sup>th</sup> of each month.
- Scan the QR code below to go directly to our donation page for instructions on the many ways to donate.
- Click [DONATE NOW LINK](#) to donate via your bank account or credit card.
- Online through Unity Atlanta's website: [www.unityatl.org](http://www.unityatl.org).
- Print Out the [Pledge card](#) and return on Sunday or via mail.

With appreciated stock.

- Please email Pam Johnson for instructions on how to donate stock. [pam@unityatl.org](mailto:pam@unityatl.org)

### **What if I can't meet my pledge?**

These past two years have taught us that anything can happen during the course of the year. If you find you can't meet your pledge or part of your pledge, please inform the Office to adjust your pledge amount in confidence.

Please also contact Rev. Jenn or the Congregational Care team if you are in need of care and support.



***Don't let financial hardship keep you away from Unity Atlanta. You are an important part of our church community. We are all here for each other through good times and bad.***