

*Unitarian Universalist  
Metro Atlanta North  
P.O. Box 767277  
Roswell, Georgia 30076  
(404) 410-1787*

TO: All UUMAN members and pledging friends  
FROM: Steve Gard, President  
DATE: November 24, 1993  
SUBJECT: 1994 pledge campaign

Dear Friends:

It is once again time for the fall pledge campaign -- that time of the year when it is my unpleasant duty to remind you that money is the fertilizer which helps our congregation grow. Since UUMAN was founded three years ago, we have been lucky enough to barely meet our expenses each month, but we have never been able to build a reserve for unexpected expenses or to add programs or services.

In order to break out of our present pattern, I have tried to institute some changes designed to accelerate our growth. The first of these measures is the creation of a marketing committee and a marketing campaign intended to increase our visibility among UU's and potential UU's in north Atlanta. The second is the acquisition of a property which will provide room for more members and visitors while at the same time lowering our monthly expenditures from what they would be if we rented comparable space in 1994. By the time you receive this letter, the Board of Trustees hopes to have in place both the marketing campaign and a signed contract to acquire the Crabapple Road property.

If these measures are successful, our membership should, at a minimum, double within the next twelve months. If our membership doubles, the board will not have to ask you to increase your pledge next fall. We may even be able to reduce the per member pledges if we obtain enough new members.

In the meantime, however, we need all of UUMAN's members and friends to dig deeper in 1994 to help put UUMAN over the top. It has been a long pull for the past three years but we are almost there. If we can meet the challenge of the next twelve months, we will not only virtually guarantee UUMAN's survival, we will establish UUMAN as the liberal alternative congregation in north Atlanta.

Your board has determined that we do not have to increase our pledge guidelines in order to meet our objective. As with last year, if every pledge unit (i.e. household) were to pledge \$35.00

per week, we would be well within our projected budget. Unfortunately, we did not come very close to meeting these guidelines last year. I ask everyone's help to meet this objective this year. If we all pledged and gave \$35.00 per week, we could both implement our marketing campaign and meet our anticipated expenses in our new space. This would be an achievement we could all be proud of and which we would all benefit from. Help us to create room for more in '94!

Best wishes,

A handwritten signature in black ink, appearing to read "Steve Gard". The signature is fluid and cursive, with a large initial "S" and "G".

Steve Gard, President



**UNITARIAN UNIVERSALIST**  
Metro Atlanta North Congregation

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The Rev. Lauralyn W. Bellamy  
Minister  
(404) 410-1787

November 30, 1993

Dear Friends,

We are on the threshold of a year of wonder-filled opportunities for UUMAN and I believe you will want to be a part of it! We've given the new year a theme:

**"MAKING ROOM FOR MORE IN '94!  
UUMAN:  
MORE MEMBERS!  
MORE SPACE!  
MORE PROGRAMS!"**

This is the moment when we can truly fulfill our promise of becoming *the* liberal religious alternative in the Georgia 400 corridor.

We stand on the threshold of our first permanent home - a 4,025sq. ft. house already renovated for church use, sitting on 3 acres of land on busy Crabapple Road in Roswell! The sanctuary area can hold close to 100 persons and the building has an occupancy rating of 299 persons!

We stand on the threshold ready to welcome lots of enthusiastic, interesting new UU's to our liberating movement! I think we can double our size by this summer!!

We stand on the threshold of becoming a center of spiritual and ethical development for children *and adults*; and a resource for progressive community groups.

How much is all this worth to you?

How about \$35 a week or \$152 a month? That's the average household pledge UUMAN needs to *grow* on. In real terms, of course, some families will be able to exceed the average, compensating the budget for those who are unable to reach that level of giving.

Please fill out the enclosed pledge card and either bring it to our December 12th service or mail it on or before Dec. 9th to our POB. If you wish to take advantage of the *tax benefits in 1993*, you can *pre-pay* all or part of your 1994 pledge *by Dec. 30th*.

If you are not yet a member, please consider joining or becoming a *pledging friend*. You'll find the quality of your experience of UUMAN is directly related to the degree of your participation.

Your generous response to our 1994 Annual Canvas can create a vibrant, thriving UUMAN capable of actualizing its potential. UUMAN exists to serve and to celebrate "*the inherent worth and dignity of every person*." It is a reflection of your capacity for transformation - and mine!

Faithfully,

A handwritten signature in cursive script, appearing to read "Samalya".