



MISSION UUNITED: Where Money and Ministry Meet

at South Church, a Unitarian Universalist Congregation in Portsmouth, NH

We invite you to pledge based on what generosity might feel like in your household. The color categories below represent different household financial realities. We hope this guide helps you decide how to practice generosity when making your 2027 pledge.

RED: Sometimes, committed members cannot make a financial commitment to the church. They might be in hospice care, incarcerated, experiencing homelessness, extreme financial insecurity, or on permanent disability. People in every life circumstance are welcome at South Church. If this is you this year, please fill out a pledge form to let us know that you won't be pledging. You are also invited and encouraged to speak with Rev. Ellen or Kirsten about how we can best support you in your struggles. A red pledge means you cannot pledge this year.



ORANGE: An orange pledge comes from a household without much extra money. These pledges may come from a one-parent household, someone who is underemployed, someone living solely on Social Security, someone supporting a large family, or someone caretaking. Sometimes, people in this category cannot make a financial commitment during our stewardship season but give when they can. We are grateful for all forms of generosity. An orange pledge is between \$5-\$100 per month, or \$60-\$1,200 per year.



YELLOW: A yellow pledge comes from a household that is comfortable but lives modestly. Yellow pledge households may watch their expenses carefully to make sure they have enough income to cover outflows. Yellow may come from a family living on a fixed income, or one with income up one year and down the next. A yellow pledge is between \$101-\$250 per month, \$1,212-\$3,000 per year.



GREEN: A green pledge comes from a household that has resources. A green pledge comes from a household that can easily pay bills on time, doesn't worry much about grocery or gas money, and has a cushion for family vacations, school tuition, or other discretionary spending. A green pledge is between \$251-\$600 per month, or \$3,012-\$7,200 per year.



BLUE: A blue pledge comes from a financially comfortable household. Maybe they have a well-paying job, a robust retirement fund, or other assets like an investment portfolio. In a blue pledge household, a good amount of discretionary income means that vehicles, tuition, travel, and charitable giving happen regularly – or certainly can. A blue pledge is between \$601-\$1,250 per month, or \$7,212-\$15,000 per year



PURPLE: A person or family who makes a purple pledge has secure finances. A purple pledge comes from those for whom travel, a second home, paid services, material goods, and supporting good causes are not a financial strain. A purple pledge is more than \$1,250 per month, more than \$15,000 per year.

