

# How Much Should I Give?

*Adapted from the Unitarian Society of Northampton and Florence*

Giving to our religious home should feel good! It provides everyone another way to be intentional about what UCWC means in our lives, in the life of our community, and beyond. We welcome financial commitments in all amounts – large, medium, and small. How much you give is up to you, and depends on your circumstances. In the spirit of joyful giving, here is a color-coded guide.



**RED**

Red contributors come from households where at least one member has a job that pays well. Or they have a good pension, or income-producing assets. Red contributors have discretionary income. Maybe you have been abroad recently, or are planning to go in the next year, or could go if you wanted to. If so, your household is red. A red pledge is \$350 to \$700 or more/month.



**MAGENTA**

Magenta is like red, only a little bluer. Magenta means you, and perhaps others in your household, have a reasonably high income. You might be magenta, rather than red, if you have kids in college, or other obligations that reduce your discretionary spending. Magenta usually pays bills on time, unless you accidentally toss them out prematurely with the recycling. Magenta's pledge is \$150 to \$400/month.



**PURPLE**

Purple is a beautiful and mysterious color which comes in many hues. Purple may be retired and living on a fixed income. Purple may have income that's up one year and down the next. Purple may live modestly. Purple may be helping other members of the family. A purple pledge is \$50 to \$200/month.



**BLUE**

Blue does not have a lot of money to spare. Blue may be a single parent family, or unemployed, or living on Social Security, or raising a big family. Blue is beautiful and valuable, a valued part of this community. Most blue individuals pledge an average of \$20 to 75/month.

*We are grateful for every commitment, and every gift.*