

North Chapel Resource Development Committee Meeting Minutes – April 26, 2015

Present: Karen Wolk, Chair; Deb Rice; Mary Hawkins

The Resource Development Committee Meeting generated the following requests to the Board:

- Confirmation of the basic principle that support of North Chapel and its annual budget should come from its members.
- An update on the status of the Capital Reserve Fund (VT Charitable Foundation Account)
- A joint meeting with the Board to discuss the list of March 2015 recommendations to the Board, as well as the general responsibilities of the committee, and its approach and communications for the annual pledge drive.
- Review thank you to Lynn Peterson noted below and included in the Board packet and approve or not approve its publication as requested.

Coffee Hour

Karen Wolk informed the committee that it is responsible for coffee hours after services in May. Committee members discussed the schedule and Karen's efforts to get support from others church members.

- The committee discussed the challenge of coordinating five coffee hours with a small number of committee members.
- Karen will bring this up at the next Committee Café, as well as the idea of keeping the food at coffee hours simple.

New Committee Members

The committee discussed potential new committee members. Suggestions include Tim Traver, Deb Hawthorne, Bob Williamson, Sherry Belisle.

- Commitment is for a least a year, and includes participation in monthly meetings and work on the annual pledge drive.
- Mary Hawkins to draft an email that could be used to send to potential committee members.

Thank you to Lynn Peterson

Committee discussed and made changes to the draft thank you for Lynn Peterson.

- Mary will update the draft and send to Karen for review with the Board.
- The committee would like the thank you message to appear in the next Quest, a weekly InTouch e-newsletter, and as an announcement in Church.
- Final version attached.

Pledge Drive Timeline

The Board has agreed to deliver a final budget by August 1, which would set the \$ goal for the pledge drive. The pledge drive would run from September 1 through the first week of December.

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Pledge Drive Communications

The committee discussed a communication plan for the pledge drive that might include the following elements:

- An explanation of the purpose of the pledge drive, and how pledge commitments are tied to the annual budget and expenditures.
- Articulate major elements of the budget that member pledges support, such as annual operating expense, programming, capital expenses repairs and maintenance.
- Encouragement for members to be thoughtful and committed in pledging, so that members pledges are realistic and within their means, and the total pledge amount accurately reflects what the church can expect over the year.
- “Pledging stories” from members that speak to why NUCS is important to them and why they pledge.
- Discuss ways that members might consider paying on their pledges so that the Board/Treasurer can schedule its financial commitments.
- The possibility of enabling “sustaining members” (i.e., like public radio) where monthly pledge payments come directly out of their bank account or credit card.
- Creating unique pledge drive envelopes that can be left in the church so that cash contributions in the Sunday collection can be credited to members’ pledges.
 - Having the children personalize those envelopes was raised.
- The development of “positioning pieces” about pledging and the pledge drive for inclusion in the June/July, August and September Quests, prior to the start of the pledge drive.
- Brief testimonials and/or quotes that can be included in the weekly InTouch e-newsletter and/or order of service, and possibly read in church.
- The development of a basic web page on the North Chapel site, with information about pledging, updates on progress and thanks to those who have pledged.