

RESOURCE DEVELOPMENT COMMITTEE

Suggested mission statement:

To support, maintain, and increase the basis of financial health for the church primarily through solicitation of the congregation, and with the help of outside sources where appropriate.

Committee job description:

The primary activity of the Resource Development Committee is implementation and oversight of the Annual Pledge Drive. The Pledge Drive goal is set by the Board of Trustees and the Resource Committee works to attain that goal. When not engaged with Pledge Drive activities, the Committee can identify, in conjunction with the Board of Trustees, Buildings and Grounds Committee and others in the congregation, possible sources of grant funding. The Committee can then write, and follow up with, appropriate grant applications and any subsequent reporting to grantors.

Activities related to the Pledge Drive include:

- With the Board of Trustees establish the Pledge Drive timetable including when to start and when to end. The annual pledge drive ought to be a fall fund raising activity (start Sept 1. end early Dec.) so the Board will have financial information with which to construct the next year's budget and overt pledge drive activities can conclude before the holiday season.
- Organize an annual dinner either to kick-off the Pledge Drive or celebrate its conclusion
- Determine a Pledge Drive campaign slogan, if desired
- Write a draft of the Pledge Drive appeal letter for approval by the Board chair(s). The letter should go out over signature of the Board chair(s). (Additional Board and Resource Committee members listed at the bottom of the letter.)
- Review and revise as needed the Pledge Drive Form that goes out with the appeal letter. Consult with the Treasurer regarding the form. The church office will oversee a mail merge that puts each person's past pledge on the new pledge form.
- Make sure appeal letters and pledge forms are mailed in a timely fashion.
- Remind all members of the Board of Trustees and Resource Committee members that they need to make their pledges at the *very beginning* of the drive.
- Create regular communications to the congregation on the progress of the drive. This includes Quest articles (watch out for the Quest deadlines), weekly reports for InTouch and the Sunday Order of Service, and in-person updates in church services. The latter requires finding appropriate people to briefly speak on behalf of the Pledge Drive. Creative ways to communicate are very welcome, but regular communication is important even if it seems repetitive.
- Assign written thank you's, ongoing throughout the drive, to all who have pledged. Committee members write notes and Board will write notes if asked.
- Arrange in-person solicitation of members of the congregation. For the 2016 Pledge Drive, Board members received training and helped with this activity. Willingness to solicit is not an absolute requirement for Resource Committee membership. Committee members are encouraged, however, to take any training offered and keep an open mind about talking to members of the congregation. There are important jobs, for example, in communication and grant writing for which committee members are very much needed.

MEETING DAY AND TIME:

Meets as needed. This detail of committee work to be decided by the committee members.