

Resource Committee Meeting 1/05/2014

For the Board:

1. Any advice for next year's pledge drive?
2. How much of a role could the Church play in 2014 Bookstock with the used book sale? Can we put it a high priority and do all the sorting (includes NWPL) at NUCS. This could involve occupying most of the social hall for 10 – 14 days. Bookstock is expanding.
3. Should members of the Resource Committee know how much members pledge? Past policy is only Ann knows but shares who pledges and when unexpected things happen.

Present: John Dulmage, Rick Fiske, Jack Nelson, Lynn Peterson, Deb Rice, Neil Stannard, Karen Wolk

Review of Pledge Drive status and plans for further action – We began with discussion of a letter drafted by Daniel designed to reach people who have generally not pledged in the past but who express or indicate interest in supporting the church. This letter was designed to be inspirational and does not include practical details re: specifically what the money would be used for. Members of the Committee disagreed sharply on the appropriateness or utility of the letter. Some felt it was unclear and not suitable. Others felt it was inspirational and indicated why we should care about the specifics of things like painting the church.

One example of disagreement was the sentence: “Harsh inequities make affordable housing out of reach for so many, put many young people at great risk and undermine the confidence of those who wish to take steps towards independence and wellbeing”. Some felt the subject of that sentence was “affordable housing” and that it failed to make sense. Another view was that the subject of the sentence is “Harsh inequities” and the unaffordability of housing is one thing that makes the daily lives of so many difficult. And further, the church, as reflected in Daniel's letter, attempts to add meaning and hope to those whose lives are difficult with its daily and weekly services and ministry/outreach.

After much discussion it was decided to ask Daniel to write a vision statement that was more of a vision of what the church is about. The Resource Committee will write a separate letter listing specific practical items we need to accomplish this year and ask for people to pledge as much as they can. Suggestion was made to include some guidelines of giving related to income level.

Some felt the Committee had not been as effective this year. Having more testimonials, more specific reminders for the congregation and more specific goals as well as knowing more about each member's pledging level would be more effective in fund raising. On the other hand, Lynn reflected that on the four other organizations he has been involved with in fund raising, none have reached anywhere near the six figure level. He feels especially grateful for what we have been able to accomplish.

Action Items:

- Karen will contact individuals on the list who generally pledge and are likely to pledge again this year
- Lynn will ask Daniel to write a vision of what the church is about and hopes to accomplish
- Lynn will draft a specific ask letter that will list our goals and ask people to pledge
- All committee members will respond to the drafted items as quickly as possible so we can get a mailing out this week.
- Lynn will send the committee the list of names who are targeting

Respectfully submitted by Lynn Peterson

