

## Resource Committee Meeting 1/4/2015

For the Board:

1. What are the plans for names of donors and levels of donation?
2. Will some Board members join us in a Retreat in early spring?

Present: Mary Hawkins, Lynn Peterson, Deb Rice

We reviewed updated information on the Pledge Drive. We are now at ~\$141,000. We had three goal levels for the 2015 Pledge Drive: 1. Essential - \$140,000 we need to meet our basic fiscal needs, 2. Sustaining - \$153,000 would cover our basic needs and, in combination with income from our Reserve Fund, would allow some basic capital expenses like insulation for the sanctuary and repair of driveway and 3. Spectacular - \$160,000 which would cover extra capital expenses without using our Reserve Fund income. Now we need to make some appeals to reach our second, Sustaining goal.

Three lists were reviewed – those pledging >\$2,000 in 2014, 2015 and a complete list of those pledging in 2014 and 2015 (without the amounts). At this point most of the people who have made large pledges in the past have made their 2015 pledge. There are approximately 23 people who pledged in 2014 but not yet in 2015 and another group of 10 who might be willing to pledge for 2015. Lynn will make up a series of lists of these people for Committee members to contact and Mary agreed to make up a scenario that could include an email message with a link to the pledge form.

Preliminary notes from the December Board of Trustees meeting were reviewed. It seems that the Board is reluctant to provide access to the donor list and wants to discuss fund raising at the Annual Meeting. Elizabeth Reaves was unable to attend today's meeting but apparently feels it is appropriate for the Resource Committee to have access to the amounts people donate/pledge. It will be helpful for us to have a Retreat early in the coming year, invite Elizabeth and other Board members to get a clear strategy for 2016 pledge drive tactics.

Daniel Jantos suggested approaching people who were married in the North Chapel for a donation. They may want to contribute to the North Chapel as a unique site for a New England wedding in an historic building and a liberal religious/spiritual context. On the other hand, having paid a fee they may feel they don't owe anything. A middle ground was suggested: sending a message that would include our web site showing the North Chapel as more than weddings but a dynamic religious community providing a variety of social and spiritual needs.

We briefly discussed grant applications for the coming year. We may be able to seek grants for projects that are community-oriented. Mary suggested we might be considered for a grant from the Rotary if it were community oriented. Grants from the Arts Council, the NNED and the UUA will be applied for this year. Other options for smaller grants will be sought.

Respectfully, Lynn Peterson