

Resource Committee Meeting, August 22, 2014
With Board delegates Denise Lyons and Susan Inui
And finance Committee Chair Chris Lloyd

Present: Susan Inui, Chris Lloyd, Denise Lyons, Jack Nelson, Lynn Peterson, Neil Stannard, and Karen Wolk

The meeting began with some tips on fund raising Lynn had gleaned from the General Assembly in June:

1. Approaching significant donors directly is essential in modern fund raising. This should be done with a Program Budget in order to stimulate the importance of the church and what it accomplishes and hopes to accomplish.
2. A line item budget is not helpful and should be avoided.
3. There is a difference of opinion amongst experienced UU fund raising experts over the appropriate way of having a capital campaign. One expert said he thought having a small campaign along with the regular annual fund raising was a good idea. Others believe a capital campaign requires a much larger need and is best done as a major multi-year effort.

We discussed the idea of a direct approach to significant donors and decided we should do that this year. Susan and Denise, as Board members, will clear this with the Board of Trustees.

Karen mentioned she had talked with Peggy Kanenstine about this and Peggy felt this was a good idea. Karen also thought that her husband might be willing to help us with a role play of how to approach individual donors.

Lynn presented his draft of a Program Budget which seemed ok other than some of the numbers needed to be adjusted. Jack suggested including \$35,000 for capital expenses. This would bring the goal up to \$180,000 for this year's annual pledge drive plus this mini-capital campaign.

This coming Sunday Denise and Susan are starting a series of Planning discussion with church members. This will provide additional input into crafting our Pledge Drive + mini-capital campaign.

- Next steps:
1. Create the Program Budget
 2. Identify the potential donors for personal requests
 3. Create a brief guide or pitch for the requests
 4. Move forward with plans for our annual Celebration Dinner on Oct. 18. This year we thought it would be a good idea to not use this as the launch of our pledge drive.
 5. Plan a practice session for those doing the individual requests

Submitted, Lynn Peterson