

United Church of Christ Development Committee Meeting
January 30, 2014

In attendance via conference call:

Frank Bolden	Doug McClelland	Nesa Joseph
Ron Patterson, Chair	Ben Guess	John Kropf
Dick Harter	Nesa Joseph	Bernard Wilson
Carolyn Davis		

Staff:

Loey Powell	Keri Sugerik
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Special Guest: Kristin Hills Bradberry, consultant

1. Ron opened the meeting at 2:02pm with prayer. Roll call was taken.
2. Update on Office of Philanthropy and Stewardship:
 - Ben reported that the position of Director originally had a January 15 deadline; this has been extended to February 15. The search committee has been appointed, and includes the Collegium and Ron Patterson. Kristin Bradberry, the consultant hired to evaluate the Office of Philanthropy, has also been asked to advise this committee. There have been about ten qualified applicants who have submitted their names for the position as of January 30 and all should be encouraging others to apply if they know of anyone who would be a good fit.
 - Kristin was introduced and she gave a brief summary of the report distributed to all Development Committee members. She met with all existing OPS staff, Loey, the Collegium, and Don Hill to help design a process for moving forward.
 - Loey has graciously accepted the Interim Director title while the search is underway, and the Collegium and Kristin are grateful for this.
 - Ben stated that the search committee and Collegium are trying to be mindful of new positions and new job descriptions while still moving the search process along for the new Director. The goal is to begin posting for the new positions concurrent with the Director's search so that when the new Director steps in, he/she will have applications ready for review right away, instead of having to begin the whole process after that job is filled. The proposed staff structure will have 9 ½ positions. This is not much different from the numbers currently in place, and many staff will be repurposed with different job descriptions. It is also hoped that the new Director would begin by May 1 or June 1.
 - Loey reported on the internal functioning of the Office of Philanthropy and Stewardship (OPS).
 - a. Raiser's Edge – how do we utilize and maximize Raiser's Edge to the best of our ability
 - b. A task group has been formed between OPS and Financial Services staff to address some concerns and friction that has taken place in the past.
 - c. Another task group will be convened of those who provide receipts, thank you/gift acknowledgements in their respective ministries. This will be ultimately coordinated in the OPS office.
 - d. The special offerings, annual fund and other fundraising efforts will be outlined and hopefully coordinated to minimize overlap of appeals.
 - e. Annual year end statements are in the process of being compiled for those who have a recurring gift set up with the UCC national setting.

- Kristin ended with her thanks to Loey and the Collegium for taking her report to heart and working with her recommendations.
- The shift needs to be from a reactive and diffused sense of philanthropy and moving into a more purposeful mindset.
- The people in the Office of Philanthropy and Stewardship are very committed to the values of the UCC and to donor relations.
- Kristin would recommend that the Development Committee members reach out and recruit for the positions that will be available within OPS, especially the Director.

Questions:

1. What kinds of strategies will be in place within this new structure?
 - Currently there are no clear goals for certain amounts within the appeals.
 - We need to have a better internal way of tracking the appeals to see if they have been successful.
 - There is no current coordinated information sharing
 - There is no current coordinated promotion of special offerings
 - There needs to be one calendar of fundraising so that there is better management of the annual fund and 5 special offerings
 - There needs to be better coordination so that everyone is aware of the best time for special appeals, such as Mission 4/1 Earth.

2. What is going on with the Pattern of Giving?

It is not on hold, but it has been held up. Since Jane Heckles and Don Hill are no longer on staff, this has slowed down the momentum. In addition, Collegium will be meeting with CCM to discuss both the Pattern of Giving and the additional \$1 million in cuts that has to occur, as well as the other situations that will affect the Pattern of Giving.

The Covenant of Giving is the way it is being described. It is the understanding of truth issues and how we walk the line without stepping on toes. The Collegium and focus groups have expressed the NEED for a new covenant. A significant growth in individual giving has been identified. However, given the current circumstances, it will most likely be fall before the Collegium can discuss this meaningfully.

3. How can the Committee help the Collegium to enable them to be better askers?

Can there be some sort of Board training at the March meeting?
What is the role of this Board by way of the Office of Philanthropy and Stewardship? Upon discussion it was agreed that perhaps this would be best answered once the new Director was hired.
4. Perhaps the Development Committee can assist with establishing a case statement.
5. What is the focus of the Development Committee?

The focus will be primarily philanthropy and individual giving, but there are connections unfolding for scholarships and grants that may be more incorporated to fundraising. These Are more connected than previously thought and other areas will begin to play into OPS more and more.

Update on UCCB Giving:

- 41 people gave in some way from the UCC Board or Development Committee (out of 57).

In 2013:

- \$19,327.00 was given in outright gifts.
- \$2,167.31 was given in gifts-in-kind.
- \$67,890.00 in pledges (\$40,160.00 still outstanding)
- One pledge for OCWM for church giving for \$11,000
- 20 pledge forms were returned in response to the appeal letter.

*The gifts above reflect total giving in 2013, not just the response to the Annual Appeal or the letter sent out.

Looking ahead as the Development Committee

The next Committee meeting will be Friday, March 14, 2014 at 9:30am in Cleveland. Once the new Director is identified, the Committee will add an in-person meeting.

General Synod 30:

- For the March meeting, start thinking about opportunities for fundraising.
- OPS, Board of Directors and Committee members want to be there to support any endeavors.
- The GS Planning Committee is hoping to have a hands-on project for churches in Cleveland that starts before Synod but that delegates and groups can also do. DOC's General Assembly will also be in Columbus later in the year and there is hope that this can be a shared effort, culminating in Columbus.

Ben will share the Director's position announcement with all of the Committee via email.

The meeting was adjourned.

Respectfully submitted,

Keri Sugerik

Administrative Assistant, Office of Philanthropy and Stewardship