

**APF Executive Committee Meeting  
Minutes  
10/27/05 – 10/28/05**

**Present:** Barb Brown, Dick Jacke, Joan Lund, Myrtle Hepler, Naomi King, Susan Freudenthal, Jane Fogg, Jim Sanders, Liz Weber

**Staff present:** Mary Miles, Laurel Amabile, Betty Cummings, Julie Lichtman, Terry Sweetser

***Thursday, October 27***

**Feedback on Annual Reports** – Betty discussed the Annual Report Summary. Resulting suggestions were:

- Add the report form to the APF Committee Handbook
- Put the Annual Reports (in pdf) on the APF web page
- Put the goal and the amount achieved at the top of the report form

**Liaison Reports**

- **UUMA** – Naomi King is our new liaison from the UUMA. She is looking forward to using funding of the Association as a way of forging connections with ministers and congregations in our districts. The UUMA Executive Committee has agreed to continue their liaison relationship with the APF Committee, but want her to be mindful that her major role will be to bring ministers' concerns and viewpoints to the APF Committee as well as to bring our concerns to them. They agree that having chapter liaisons to APF is a good idea. Naomi will take the lead in developing such a system. Naomi will work with Susan Freudenthal (LREDA) to develop a website of worship resources focused on stewardship.

- **Board of Trustees** – Joan expressed the Board's appreciation of the work of the Committee. She provided statistics on last year's APF giving, pointing out that the percentage of Fair Share congregations has dropped to 70.

- **District Presidents Association** – Myrtle Hepler is the new DPA liaison. She acknowledged that all districts are concerned about maximizing APF giving and has secured a slot on the upcoming DPA's agenda for her and Mary.

***Friday, Oct. 28***

**Small Group Discussions: Roles and Expectations of District Chairs**

The Liaisons met together to discuss their job descriptions. Revisions will be made to the APF Committee Handbook.

The At-Large District Chairs reported back the following recommendations:

- Job descriptions must be looked at through a fundraising lens
- Add "interpersonal skills"
- Continue the mentoring concept from the old Regional Coordinator job description
- The Committee should develop a covenant for their work
- Include the Appendix materials (from the previous Handbook) in an email version

Other ideas:

- Create a record-keeping template
- Consider changing the general meeting to October instead of March (although the consensus of later discussions was to have the entire committee meet for training in the fall, with the general meeting continuing on the March date)

**New Comprehensive Campaign** – Terry Sweetser and Mary Miles discussed a multi-year Comprehensive Campaign to raise both cash and planned gifts. Fundraising beyond APF and Friends is necessary in order to provide services beyond the basics. Terry explained that although past capital campaigns have raised significant amounts of money, they have produced limited amounts of cash. This campaign hopes to raise \$20 million in cash, double the amount of the last campaign. Another goal is to increase the circle of givers, including small givers. The APF staff will be involved in the congregational giving aspect of this effort and Terry requested the help of the APF Committee.

Mary discussed the ways congregations can be involved, using the analogy of the Ministry Day segment of the Handing on the Future campaign, which successfully raised funds for ministry. She envisions two special Sundays, one in 2007/08 and one in 2008/09, during which congregations will have the opportunity to contribute to specific causes. The first will fund theological education and ministry, and the second will focus on congregational growth and health. She is proposing that the growth funds would go to districts and then flow back to congregations in the form of grants and services. Her vision is that the special Sundays would become an ongoing “Great Hour of Sharing” in future years. She also suggested that the UUA should model the concept to giving away part of the offertory by designating part of the campaign income to an outside group.

Mary and Laurel are discussing the staffing and resources that would be required to make this effort successful. They also need to identify key individuals and groups whose support will be necessary.

Terry requested that the APF Committee have some responsibility for these special Sundays, which the APF staff project can raise a total of \$3.5 million

Questions, comments and concerns from the Executive Committee:

- There was general concern about asking the Committee to take on extra responsibilities
- What kind of training would be available? (Terry: whatever you need)
- It was suggested that if there are flow-back grants, the qualification requirements for grants should not be difficult to meet
- It is important that congregations have choices for where their contributions are used
- Please remove the “wounded world language” from the case statement. It has been overused.
- More information needs to be available for the March meeting before a decision can be made on how and to what extent the Committee can be involved

**Appointments and Reappointments** – Were discussed. Still no nominations from Florida or Northeast districts. Jane Fogg’s term on the Executive Committee will expire after this year.

**Q&A with APF Staff**

Laurel Amabile now contracts two days a month with APF; and although she is not scheduled to begin full time until July 1, it is hoped that a replacement will be found for her position as TJD Interim District Executive sooner than that. Mary will move to South Carolina on November 6 and will be the full time APF Director until November 15, after which she will work half-time. Mary, Laurel and Barb Brown are working together to ensure that APF work continues smoothly between January and July.

**March Meeting** was planned to include educational, inspirational and motivational segments. It will also include an introduction to anti-racism, anti-oppression training. Plans will also be made for more extensive training during the fall meeting(s.).

### **Miscellaneous**

- Naomi suggest that the Executive Committee have a chart of responsibilities and deadlines
- The monthly district reports are now posted on the APF page. Julie will send the URL to the Committee in an email each time a new report is posted. It was suggested that only the pdf version be posted on the website.