

ANNUAL PROGRAM FUND COMMITTEE MEETING
August 2007

Saturday, August 25, 2007

I. Conversation with Laurel—what’s up? What’s new?

The Ripple Effect PowerPoint presentation—Laurel passed around baskets of small rocks, inviting committee to choose one as a reminder of the work we do and the effect we can have by making ripples.

Copies of Beyond Fundraising to be available to committee members who want them
Interest in making Treasurer’s Handbook ready as soon as possible. Pat Griggs looking for “best practices” that committee members might know of or have connections to with treasurers in districts.

II. Congregations Come First (CCF) update

- Meeting again in November after DPA meeting.
- All info on the website. www.uua.org search: “Congregations Come First” (Leaders Page)
- Have FAQ page: with updated values page, Understandings That Inform Our Team and

News of Collaboration in Districts:

- NH/VT & NE to consolidate
- New England Area
- Ballou Channing and Mass Bay
- Four District collaboration: JP, MNY, OM, STL
- UUA “Without Borders”

How does CCF affect Districts?

There won’t be any recommendations to Board until January 2009. (new leadership in June 2009)
Give time for Board changes to take place. No set plan (envision, bringing in info, consideration of partner groups, such as APF—ideas are welcome)

What would our Association look like if we didn’t have the current structures in place?

(influenced by who is serving in what area....). Some districts having financial troubles, some congregations having troubles.

Why is the Association not responding to this? APF group has carried the mantle of generosity for a long time. We are imagining an Association without borders. Discussion more about cultural change, rather than structural change.

How can we shift the cultures of our congregations to being more relational with one another?
(become more pastoral with one another) CCF has not actually done anything, but look at all the changes that have been happening.

How can we help us to work better together?

Action Item for Laurel:

Don Hawkins proposed an APF+ program, where additional money can be given for discretionary use. Laurel will include this proposal into the mix of CCF discussions. Barb will take back to CCF the concern of how to ensure the programs follow through. Charlie King brought up Chalice Lighter program, works well, and the New Orleans area as a good example of how we can help one another. Naomi King brought up that congregations are not always aware of problems other congregations are having. No Chalice Lighter in budget. Neil Lichtman brings up that we are seeing a piece of the UUA business plan. To change behavior, you end up changing structure, etc. Somewhere an awful lot is going on, but we only have a sense of it. Jim Sanders individuals who understand the meaning of Association, it is their responsibility to help spread the word. Hopefully APF is developing the tools to succeed in spreading the word, bring everyone on the same page. Jerry Regan, systemic problems, culture of giving that is not present, in the right spot. Let's address that issue to get at the core of this issue. Help produce a culture change. Laurel gives a quick update on Congregational Stewardship Program discussion.

III Small-Group Break-out Session

- **Fall P-Soup, what we can learn from each other (Pledge activities)**
Led by: Dick Jacke (recorder: Charlie King)
- **Annual Meetings (how and what to prepare)**
Led by: Jim Sanders (recorder: Naomi King)
- **Fall P-Soup Continued...Making the Most of Personal Contacts and Praise Activities**
Led by: Stan Kidder (recorder: Barb Brown)
- **Preparing Goals for Annual Report**
Led by: Neil Lichtman (recorder: Susan Freudenthal)

IV. Now is the Time! Campaign Update Session with Rev. Beth Graham, Emily Sullins

- Fundraising work is relationally-based
- Mantra: listen and learn; APF Committee does the same—we are partners comprehensive campaign.
- 100% participation of APF Cttee members is the goal. All Cttee members were called and mailed packets regarding the campaign. 1/2 already made commitments. Meaningful conversations. Conversations are on-going, so contact Beth to discuss further. \$50m goal, 3 years: \$20m for cash commitments, \$30m bequest commitments. 70% done as of today. (handout: flash report) 5 areas for Growth: numbers, diversity, spirit, leadership, witness (public). Let folks know that this faith exists.

How will this benefit congregations?

- DVD—What is Unitarian Universalism? 10mins long, available this fall, hopefully before Association Sunday. Professional-level video, with sound, Boston, Wash DC, San bay area highlighted. What the faith means to them.
- Partnership with Time Magazine. Print and online advertising (banners, ad, etc). partnership (as of today, ink not signed): *spreadvertorials* (note: now called “*advertorials*”), Time articles on spirituality and religion next to UUA advertising. UUA given editorial control. Separate archive. Pop-up or link to UUA.org perspective related to article selected. Can click on link if interested in UU. Cover date: October 12 (on stands October 5). Bill Sinkford to announce to all congregations. Near-final. For sure by Assoc. Sunday on Oct 14 this will be finalized. Is there a way to capture those clicking on the articles, lists to be sent to local congregations, congregations to contact? (database marketing) Utilize resources at local level. Public relations: announce the partnership via media streams? Huge PR roll-out (1st partnership of this kind) is planned. Currently now through Dec, if A.S. is successful, through June.
- (+) We don’t know yet who would write the UU perspective articles. Being worked out with another staff group (Communications). Bill Sinkford and Communications will have final sign-off. We have influence over which articles are being talked about. UU perspectives to be written by ministers, etc. Concern that the UU perspective will show one voice. StewDev does the fundraising.
- Association Sunday. Special collection to support NIIT in congregations Oct 14. 50% to marketing campaign, 25% to ministers of color [plans in place to support clergy of color: gathering Ministers and Seminarians of Color once a year to give space for voice. Be incentive in a deliberate way to call minister of color], 25% to districts in forms of grants (in proportionality to how much \$ is raised). Piece in FAQ can be used for newsletters, etc.
- FAQ about National Advertising Campaign, Send to APF mailing list (Melissa to get). Signed up congregations receiving A.S. material packet.
- Regional Marketing Campaigns. National: Designed to put UUism in national dialogue. Regional: to get folks into the congregations.
- APF is a venue to get the word of the campaign “through the door”

Growth in numbers: what is successful? Mechanisms putting in place of keeping track of visitors, newcomers, etc is more solid than ever before. Handout in GA luncheon packet has more solid numbers.

- Asking 2007 Cttee members (including new and rotating off) to give to NITT
- 71% made pledge as of today
- 83% will make pledge
- Cash, Legacy, In Negotiation options for giving gifts
- Contact Beth and/or Emily to discuss gifts to NITT (email)
- 4 funding areas, 4 different shops.
- APF newsletter: Swardlick update for first issue (time lag). StewDev supportive of newsletter. Appreciates Laurel’s and Melissa’s tenacity in getting newsletter out.

QUESTIONS FOR FOLLOW UP:

- Financial Advisor reported \$3m surplus for FY2006. What happens to the surplus? *Beth to follow up.* This figure has not been noted in reports.
- Financial report is online. *Laurel to send out link—DONE*
- Have links/banners to have available for congregations. *Beth to follow up.*
- What to do about the questions that StewDev cannot answer because of functionalities? Questions fielded to StewDev will be answered by StewDev via research. *StewDev to keep up with this.*
- Fair Share increase will be \$56 per member for FY09. Expected to be in effect for FY10 as well. *Melissa to make sure Cttee knows per member Fair Share.*
- Is the percentage for larger congregations to change from 4.2%? No.
- Have future dates for A.S. been decided? No. *Beth to consult w/ UUMA to decide.*
- APF campaign gifts not intended to be part of A.S. Meant to be individual gift. If want to count toward A.S., talk to Beth or Emily. Two different asks: Comprehensive Campaign and Association Sunday. A.S. gifts are small and also major gifts, matching gifts.
- Is Suzanne McNamara on the list? *Beth to follow up.*
- A.S. gifts count toward the Comprehensive Campaign. The 100% APF participation speaks volumes in other circles. Assists in major portion of the campaign. (Jim Sanders) About our participation in holding up stewardship and generosity, not the amount we give. StewDev gives report to Leadership Council every week. Include an accounting of campaign updates (% participation). APF piece to be included in next week's report (8/29/07). *Melissa to send e-mail to Cttee asking if they want gifts to count toward A.S. If so, contact Beth and Emily*
- Is there a 5-year Board-approved business plan to share with APF? This would be useful to grow our organization. Administration's road map (sheet given out at GA luncheon) Board working on converting to policy governance, do not yet have end statements.

V. Small-group report-back

Fall P-Soup, what we can learn from each other (Pledge activities)

Led by: Dick Jacke (recorder: Charlie King)

1. Timeline for Pledge Follow-up
 - a. Initial pledge forms were sent out in early August
 - b. Follow-up pledge forms will be sent out in late September as necessary
 - c. District Chair follow-up should start following receipt of the APF monthly report in early November
 - d. Copies of pledge forms are available from the APF Office, if desired
2. Thoughts about Follow-up
 - a. Congregations that do not plan to be Fair Share often do not send in pledges
 - b. Emphasize the parallel with congregational pledging and the need to plan
3. Think Ahead to Next Year's Pledge
 - a. When you are following up to get a pledge, you are often only trying to get information about a decision that has already been made.
 - b. In order to encourage a Fair Share pledge, you need to be in contact with the congregation before they enter into the budget process.
 - c. The congregational fiscal year end is shown on the APF monthly report

- d. The budgeting process usually takes place several months before the end of the fiscal year.
 - e. Congregations that do not have July through June fiscal years often have difficulty over multiple UUA/APF fiscal years then they have one bad year.
 - f. While there are many people involved in the budgeting process, the congregational president (working with the board) should be able to set the guidelines for budgeting priorities.
 - g. While there are a few congregations that are not Fair Share as a matter of principle, most would like to be Fair Share but face financial shortfalls.
 - h. Helping the congregation to address underlying financial and stewardship issues is the most likely way to improve congregational APF giving.
 - i. Use personal contacts to work with the president to improve congregational stewardship and address other financial issues.
4. Questions and Sharing of Ideas from District Chairs

Annual Meetings (how and what to prepare)

Led by: Jim Sanders (recorder: Naomi King)

Annual Meetings – Best Practices

- Annual Report provides inspirational message of generosity
- Thanks in public: (1) Microphone or in District Presidents Report (2) PowerPoint- congregation images and names of Fair Share (3) Projected Honor Roll list
- “Annual Program Fund is our support of our congregations through our association of congregations”
- Education is a continuous process
- Always educating delegates and new leaders (1) Barb’s PowerPoint “who/what APF” in exhibit
- Face time at meeting during business
- Tailor report to changing issues
- Inspirational Congregational stories of generosity
- “The more I give, the more that returns”
- Publish list of Fair Share and non-Fair Share congregations in Annual Report
- Page in program listing Fair Share congregations (using previous year?)
- Ribbons & beads to delegates
- Thank & recognize consistent congregations and confirm they are still on track
- Staff create vertical hanging banner for each District (District will print?). Free-standing/exhibition pipe frame
- Know when the congregation’s annual meetings are and back up 2 months—contact and coach local congregational advocate
- Up-to-date materials needed to circulate
- Connect with the congregations that have historically been Fair Share, but not fully paid yet
- Get agenda time at Board and District annual meeting
- Know who plans the annual meeting to be sure you get on the agenda
- If there are system blocks, let folks know to tray and create generosity *throughout* the system
- Inspirational verbal reports

- Gather inspirational themes/messages from spring APF meeting
- Mission budget education
- Stories of Generosity (Fair Share congs are not necessarily the wealthiest/abundant congs.)
- Interpretive framework tailored to each District/congregation
- Relationships are dynamic, therefore, we pay close attention to every relationship
- Expectations of membership in our association

How many Districts expect the APF chair to also work on District dues?

Fall P-Soup Continued...Making the Most of Personal Contacts and Praise Activities

Led by: Stan Kidder (recorder: Barb Brown)

- Provide certificates at annual meetings
- find any reason to celebrate
- get with past district chair to learn about congregations contact district office for directory
- people change annually--for new folks, consider an introductory packet to introduce yourself to the district (growing our faith, because you gave, etc)
- use the APF website Email list of people in congregations (minister, president, office manager, treasurer, finance chair--the more the better--consider denominational affairs person as well)
- send things each might find useful (dates to treasurer, increase in contributions to treasurer and finance chair, etc)
- thank you --using pledge history--for being stewards in CITY--giving history shows history for known past 25 years
- use remaining district budget to purchase books (e.g., Wayne Clark's book) for stewards (however, you and your DE/DP define stewards)
- celebrate next big thing (50 year celebration, 75, 100, etc)
- personal contacts--our job description states we do 2 personal visits annually
- thank you note for full fair share pledge; for full fair share payment use district board as extended committee collect stories which exemplify stewardship for newsletter in district (pass along to Melissa for quarterly APF newsletter as well)
- contact emerging teach generosity get them a stewardship book

Preparing Goals for Annual Report

Led by: Neil Lichtman (recorder: Susan Freudenthal)

Preparing annual report

I. Quantitative Goals:

- A. Total dollar donations.
- B. Total number/percent of congregations at Fair Share.
- C. Total number of Congregations improving toward Fair Share.
- D. Total number of congregations pledging.

When examining your congregations from this perspective, you may wish to assess their previous fiscal year donations, their trend, and their circumstances. This is not the time to generate your best prediction. That comes in the Spring. Now is the time to generate a "stretch goal": what you could achieve if you executed your overall plan well and got the results you should expect.

II. Qualitative Goals: these are typically some of your most important strategies/tactics to achieve your quantitative goals. For instance:

- A. Congregations you plan to meet in person; specific people you plan to meet in person.
- B. Specific people you plan to get to help you:
 - 1. Members of your District Staff
 - 2. Members of your District Board
- C. Materials you plan to create
 - 1. Presentations with rationales for in-person presentation or e-mail
 - 2. Messages to e-mail to all congregations, or groups who are in a similar position vis-a-vis Fair Share, etc.
 - 3. Columns/articles in your District's mailings
- D. Phone calls to specific people
- E. Build specific relationships that will bear fruit in a couple of years or so.

To help you set priorities, you may wish to build a nine-box grid of 3 segments times 3 situations. The one we built in Boston had three types of congregations: (1) large, (2) medium, and (3) small (you may determine which go in which segment), and three types of situations: (1) can fairly easily improve, (2) can improve with some real effort on your part, and (3) are very hard to move forward. Building a grid, you'll get nine boxes. And then you may put the name of each of your non-Fair Share congregations into one of the boxes. This will help you decide how to prioritize to get the most out of your effort.

- E. Thank yous to all congregations.
- F. Thank yous to recent Fair Share congregations.

In the area of qualitative goals, you may even develop some deeper goals. For instance:

- G. Change expectations in the District.
- H. Present the facts at your DA: create the power of knowledge.
- I. Build your knowledge of your congregations with extra effort to better understand those not Fair Share.
- J. Read congregational newsletters.
- K. Talk with your District Staff about specific situations.
- L. Create/find "internal champions" for our point-of-view in troubled congregations.
- M. Talk to the Stewardship Development Staff for insights.
- N. Develop a process to personally help congregations create a Visionary Budget that would include Fair Share. (I'm testing this and can share both the process and the results in a few months.)

Good luck to all.

VI. Planning for Spring meeting

April 10-13

(Suzanne McNamara's birthday April 16)

- Wayne Clark, Director of Congregational Stewardship Services, author of Beyond Fundraising—Keynote
- Barb to invite Kay Montgomery, Executive VP, to come: can speak to Jan 2008 transition to administration-appointed

Other ideas:

- Joyce Stewart, Church Staff Finance
- Youth Office staff
- Young adults, generosity
- Facebook/MySpace page
- Personal Debt--(personal philanthropy to be discussed in Spring meeting)
- Reaching children on generosity. 16-year old talking about gifts to annual stewardship drive (% of income, affects tuition)
- Basic education to take back to congs relates to UU and Youth & Young Adults
- Growing diversity in ministers. Any seminarians who can speak to their mission?
- Campaign goals.
- Cluster group reports

Sunday, August 26, 2007

I. Executive Committee meeting

District Grant documents in draft form were handed out.—these figures are being finalized by the Finance Office. Once confirmed, Laurel will distribute to APF listserv, Dick Jacke to DPA.

Evaluation forms. Naomi of ExComm to summarize and later distribute.

Kay Montgomery has said yes to speaking at Spring meeting. Friday morning, coffee hour. Ask her to speak on policy-governance changes.

Wayne Clark has said yes to speaking at Spring meeting.

Think about for next fall meeting: *Was this an advantageous experience to have liaisons present at Fall meeting?* (Takes professionals away from offices at beginning of church year) Good to have Cttee members here at this time to ramp up for year (pledges, etc).

Cluster groupings might be useful for refresher trainings. Could work out so that every other year, all Cttee meets. Otherwise, East Coast and West Coast meetings. Laurel and Melissa to make sure that staff representation at West meetings. Need to ensure that work/vacation time is not a hindrance to meeting. For those who can't make meetings, staff can visit that person in their District. Community-building in a meeting all together is advantageous.

The case for having Liaisons at Fall meeting; Want to have Liaisons be utilized by rest of Cttee. Inspirational message to carry through the year. Good information given out at meeting—wouldn't want to miss. Build a sense of relationality. Not coming twice a year, a sense of back-

pedaling throughout the year. Dick Jacke loves coming to APF meetings. Large turnover—having new member training on Friday, before Labor Day was absolute perfection.

Without large turnover, would this work so well? One of the weaker parts of previous meetings was having new members who weren't quite integrated early on. Have more visibility w/ StewDev staff in August. Enthusiasm for extra pieces (philanthropy program) is great—tacking on an additional day is nice, not too expensive.

ACTION ITEM:

Next Teleconference: Wednesday September 19th, 1:00p EST.

Naomi will have Evaluation comments ready before meeting. Barb will have Spring meeting timeline. ExComm will review pledges. Melissa to send out District Monthly Report on 9/17.

QUESTIONS FOR FOLLOW UP:

How will the transition to staff-appointed APF Committee change beyond the nomination process, particularly with regard to committee functions and structured? We will need clarity on how that may change relationships with the Liaison groups and UUA staff.

Stewardship Discussion:

Handout: Effective Stewardship Congregations

Need to be careful how we define “stewardship” (disconnect with StewDev, video use of “stewardship”) APF Cttee works on building relationships with people, and building our personal relationships with money. Use of resources comes out of building relationships. Stewards meaning about UUism, or about being a good neighbor? Breakthrough congregations manifest all the qualities that we are looking for, but focus is on growth in numbers, not necessarily stewardship. In aiming to get buy-in from administration, we have to do a lot of work to define stewardship, developing our program. We will have to be creative in how we keep metrics, “count,” etc. We all know good stewardship when we see it, just need to hone in on what it means when we see stewardship.

Why not build a program only working on financial support? Establishing relationship can make it easier to give money, knowing that the recipient will take good care of the money, be responsible, give it back if it is a loan, etc. Act not just with money, but with values (UU values). Financial Immaturity. Conversation of money is not easy for UUs. As individuals, we do not have the proper information to use money in a powerful manner. This program is meant to bring language and communication into forefront, to bring congregations to a level of stewardship. Don't want to risk getting the importance of stewardship lost in “counting” metrics, etc.

Susan:

Include documentation on leadership development. Financially supported, measures, follows through on who is doing what. Promote and support effective leadership skills.

Bertha:

Stories that speak on how gifts have transformed the world (from other districts and the UUA Work with Congregational Services and Church Staff Finance on ideas to foster more stewardship (financial, spiritual, otherwise)

Stan:

Instead of check-off system, develop portfolio system to let congs tell us what they have done for stewardship. Self-Evaluation.

Barb:

Would like to see evidence of outreach, UU value deepening (Statements of Conscience), evidence of membership development, history of growth and maturation, and looking ahead, share values: how have they done, where are they going?

Self-Evaluation—yearly process due to leadership changes, shift in culture, etc.

Neil:

Membership development for 3 levels: adults, young adults, youth. See metrics on why some do not join. Create depth of knowledge about what you are (UU) b/c the more you know about who you are, the more you can be engaged, confident, meaningful relationship with UU-ism.

Retention: survey of every committee, task force to see how much church work is done by what % of members. What level of involvement, engagement, leadership? Reflect metrics back to congregation.

Visitors: hospitality, orientation, non-membership

Members: depth of knowledge

Retention: \$ - canvass, leadership, engagement (work & fun), out-reach activities

Jim:

Documentation of stewardship education. Internal: lifespan, adult enrichment. Expand curricula based on expanding for youth and adults to Y, A, retirees, pre-retirees, how to help people work.

How leaders can teach generosity. External: offering certified congregations in training in personal philanthropy, etc. Certify congregations to bring outside people in. Feasibility study tool for self-evaluation → create benchmark for giving (breaks outside the box).

Gerry:

Emphasis on money raising and spending is part of good stewardship. Have method to develop ownership and commitment for cong an UU-ism.

Dick:

Nature of resources available to folks. Looks like patchwork of materials from different places. Lack of intentional focus and adherence.

Naomi:

Concern about definitions of “Stewardship” focusing our values in attention to our relationships. Certification needs commitment made by cong Board and staff. Worship life: generate and use of materials. Spiritual practices identified as such, what are they, and how are they effective? Tithe of staff time and tithe to leadership, bring to world. How are they working with neighbors and brothers and sisters?

Melissa:

Discussion of what is appropriate generosity.

Mike (via Laurel):

If they do the work we need to do, they are free from the obligation of specific amounts, as long as they can keep the work going.

Laurel:

What is the incentive built into this, and how can we ensure the work will continue?

The UU funding group (grants) give priority to Stewardship Congregations, Chalice Lighter programs. Committing to be Stewardship Congregations.

Would like APF contribution go to 5% of budget for 150+ members. Movement toward tithing—model this with APF giving. Congregations can elect to give 5%. Look at incentives for different size congregations.

What are the missing pieces? What needs more development?

Having a lifespan religious education curriculum around stew and having a robust curric for each of the age ranges. Developing and owning the curriculum. (akin to OWL)

Certification/re-certification

Resource development. Include worship materials? They are separate, but have different pieces: Worship life, professional training (for teams), laity resources.

Advertising/marketing, community awareness & outreach potential.

Do we have the resources and capabilities to fulfill this project?

What are our proposals?

Case statement (costs, timelines, etc) Take ideas to grant panels for funding.

Do we have to decide our end-statement? (is it individual generosity, or congregational support of APF?) The owners will have to come up with the end statement. Look at end-statement already established, then make our case. APF Cttee becomes extended staff under policy governance, differentiated from our roles/connections to local identities. Details have not yet been ironed out. Laurel to follow up and get back to cttee. [cttee has control of vision, staff has great deal of freedom in how to accomplish ends]

What was the timeline for the OWL program? [more than 7 years] We should not anticipate this being an overnight development.

Partnerships (internal and external)

How do we articulate stewardship (secular) from a UU perspective (spiritual) and a holistic approach to stewardship? [needs to be done first—if we don't agree on what stewardship means, how can we develop an effective educational program?]

1. articulating our definition and interpretation of “stewardship” (holistic program)
2. Resource Development. Worship Outreach. [Naomi, Susan, Laurel, Bob, Kerry]
3. Lifespan Stewardship Education. Laity and professional leadership development. [Jim Sanders, Laurel, Dick]
4. Proposals. Marketing. Case Statement. Awareness Campaign
5. Partnership with UU and other groups (grant making)
6. Stewardship Congregation certification and recognition structure and process. [Barb, Neil]

APF Cttee to articulate “stewardship” and bring to staff for approval stamp

Values Related to Stewardship (brainstorming session)

Accountability, team work, mutuality, self-worth, community, strength, love, justice, support, freedom, community, liberating, joy, action (bias toward/away?), sacrifice, egalitarianism, age-neutral, power, abundance, covenanting, money, concern, reason, compassion, responsibility, generosity, sustainable, organic, diversity, adversity, authority, sharing, pan-generational, control, duty, hope

Beliefs Related to Stewardship (brainstorming session)

Interdependence, economic equality, share resources, giving from the heart, inherent worth of each person, caring for one another, inherent worth of the earth and its resources, duty/requirement of conscience, maturity: developmental process, more pie for everyone, performing mitzvahs (blessings of the world), individuals should make a difference (making positive change), promotes and is a practice of hospitality and growth,

Theological Statements of Stewardship (brainstorming session)

We are part of an interdependent web
Every person has inherent worth and dignity
We have a calling to sustain and protect this earth
We discover and celebrate the beauty of the earth and this life
We empower, equip and transform people to live with joy, love and hope
Our lives and actions matter
The sum of what we are and do is larger than its parts
We are part of and in the midst of the transcendent/the ultimate
We are future-oriented: what we do today matters for many more years
We are connected to what/those who went before us and that/those who come after
We are stewards, whether we know it or not
Everything is a gift
Truth unfolds over time, we are always learning
Religious life demands us to be open and aware, to continue to learn and seek
Budget is policy; policy is the spiritual practice of congregations and association

Definitions of Stewardship (brainstorming session)

Stewardship is...

A fostering and development of

- effective action based on deep care
- a path to truly fulfilled life
- caring about something and nurturing its growth
- is so you can be
- focusing on relationships through values and beliefs
- how we care for each other
- the rudder that directs the ship
- ensuring the resources required for achieving the mission are present and used appropriately

ADDENDUM:

- I. Report on Survey of UUA District Trustees and District APF Chairs on Building a Team Effort for “The Ask”
- II. LREDA Liaison Report to the APF Committee, August 2007

I. Report on Survey of UUA District Trustees and District APF Chairs on Building a Team Effort for “The Ask”

Introduction and Summary

In the spring of this year (2007), two surveys were taken on the subject of how UUA trustees representing districts and district APF chairs can best work together to improve “fair share” participation by congregations in the Annual Program Fund. The trustee survey was conducted by e-mail and received responses from most trustees. The consensus was that a team effort, utilizing trustee, chair, and district president or district executive could be most effective. There was a moderate preference for president on the team, rather than the executive; some said this was more in line with policy governance, which separates the governing function from the staff function.

A questionnaire was distributed to APF district chairs at the spring APF Committee meeting [in March 2007], asking for facts and opinions on three questions: (1) What is your relationship to your district board?; (2) How would you feel about an APF team that included yourself, the trustee and/or the district president or district executive?; (3) Are you also involved in the “ask” for district dues/fair share?

Question (1): What is your relationship to your district board?

There was a mixed response; practice seemed fairly evenly divided between those who are either ex-officio members of the district boards, or invited attendees to the meetings. Most seems to feel that the ex-officio status would give the APF chair a stronger position from which to build congregational confidence and enthusiasm.

Question (2): How would you feel about an APF team that included yourself, the trustee and/or the district president or district executive?

There was general enthusiasm for such teams that could work together to get congregations up to fair share, make calls together where needed, and perhaps to trainings for district boards and congregations.

Question (3): Are you also involved in the “ask” for district dues/fair share?

A majority were not, though several were. Those who were involved in both asks felt the dual ask was a less confusing way to approach congregations.

To summarize: there is a definite feeling that the APF chair would benefit from greater visibility in the district through attendance at board meetings and the making of an annual report at the district meeting. If there were to exist a fully-functioning “team” for APF solicitation, it might make a joint report and conduct workshops. A joint “ask” made sense to practically everyone. The present “separate ask” system “confuses” congregations and causes some to emphasize one over

the other. There definitely needs to be an effort to begin putting teams together in each district as the new APF year gets underway.

Here are some quotes from trustees and chairs.

First, the trustees:

“We (myself and the chair) do not communicate much, sad to say, but I am quite willing to be more helpful.”

“The chair asked for my support in bringing a congregation up to fair share, and we were successful; I spoke to them directly, and there was a positive response.”

“Our district chair attends all board meetings and keeps everyone well informed; perhaps a team effort might bring more congregations up to fair share.”

“I’d be pleased if the APF chair felt comfortable in giving the trustee a call every now and then to touch base and let us know if we can help in any way. I’d also enjoy going on an occasional congregational call with the chair.”

“I feel our chair, although doing a good job, too often acts as though she’s fighting the good fight all on her own, when a team effort might be more effective.”

“APF and District folks should work together in the ask.”

And from the APF Chairs:

“I have had no contact with the district board after two years in this job.”

“I think a district team makes sense.”

“We are discussing a merger of the two ‘asks’.”

“A new district president may not be comfortable with my ex-officio role on the board.”

“When my trustee was a minister, he was very helpful with other ministers who were not enthusiastic about fair share.”

“We need to educate every congregation about the two asks.”

“I have trouble connecting with the ministers.”

“No one takes the lead in developing a team effort.”

“I had thought of forming a district APF committee, but the team effort of people already known in the district makes sense.”

“Developing every district relationship is up to me; it would be helpful if other district leaders would view me as a colleague.”

This report will go to APF chairs and UUA trustees. The big question is “who makes the first move?” and I can’t answer that. But I offer my services in making connections in whatever way I can.

Charlie King, Board Liaison to the APF Committee
August 2007

II. LREDA Liaison Report to the APF Committee, August 2007

- Originally planned to facilitate a stewardship conversation at the Star Island RE conference, we unable to do so as the conference was cancelled due to island issues.
- Laurel met with Beth Williams, director of the RE Credentialing program and received preliminary approval for adding a workshop originally proposed by myself for credit toward religious educator's competency in this area.
- Laurel and I plan to hold a facilitated conversation and workshop at the LREDA fall conference in October [2007]. We are waiting for the program organizer to assign us a time slot during the conference. The conference's focus will be on the Tapestry of Faith core curriculum presentation by UUA staff and curriculum writers. A stewardship component is being discussed with Judith Frediani, primarily through Laurel's diligence in following through.
- I am participating in the "shadow" group on congregational stewardship and recognition [at the end of the August 2007 APF Committee meeting.]

I can not say how much I appreciate Laurel's perseverance and patience in working with me on an RE stewardship program. Without her energy, this project would not have moved ahead nearly as well as it has. Thank you, Laurel. I continue to be available to the APF Committee in whatever capacity I may be of use. Following the LREDA fall conference, I hope we can offer the religious educators in all your congregations practical programming for stewardship.

Susan Freudenthal, LREDA Liaison to the APF Committee
August 2007