

ANNUAL PROGRAM FUND COMMITTEE
Fall Meeting 2008 Minutes

Saturday, August 23, 2008

In-Gathering

SWOT Analysis

Conversation about what worked in your district, what didn't work.

Strengths (internal), Weaknesses (internal), Opportunities (external), Threats (external)

Strengths

- Staff
- Chair
- Information to make the logical case for Fair Share
- Experience in our congregations
- Have the most passionate advocates for Unitarian Universalism
- We have one of the most effective systems for denominational funding
- Mutual support amongst us
- Size (small)
- Strong networks (volunteers making connections)

Weaknesses

- Need more training
- Do not have correct amount and focus of media
- Time to devote to APF functions/Getting all the work done
- Not enough staff
- Chair can't be chair forever
- Complexity of our system of fundraising – makes hard to communicate
- We don't use our network enough
- Size – if one church misses Fair Share, makes a big dent

Opportunities

- Resource collection
- Connect during crises – reinforces the value of stewardship
- Have increase number of visitors
- Estimated 1,000,000 identify as UU who are not affiliated
- Build a crisis fund
- Ability to reach out to those in need (reinforcing stewardship)
- Be able to help people in financial difficulties
- Increased opportunities for publicity
- Learn how to articulate ourselves
- Let it become okay to talk about recession—committed to stewardship
- Changes in attitudes for how we need to live (living simply and responsibly)
- Encourage bequests from elderly members

Threats

- Economic downturns/Recession
- Harsh weather/natural disasters
- Still not ready for increased visitors
- Presbyterians to pick up the 1,000,000 who are UU and not affiliated
- Crises
- Competition for disposable donation dollars (urgent request for money from other organizations)
- Economic scarcity
- Publicity opportunities are a result of external threats
- We are not able to articulate ourselves
- Internet/web pages of congregations are not user friendly (note: templates available through ...)
- Congregation's telephone (outgoing messages, etc) are not welcoming
- World crises

Congregations Come First Update – Barb Brown and Laurel Amabile

The leadership groups of the UUA were invited to participate at the various stages of the Congregations Come First Team development (originally named “Effective Partnerships”) since FY2005. These groups include: District Presidents, APF (committee chair and director), District Staff, Board, Parish Minister were asked to participate in CCF. APF is there because there is money involved.

CCF is a Moderator's Task Force to determine how to use resources better (i.e. small church specialist, large church specialist). Imagine a UU world where we take stewardship seriously. How do we share resources w/ a congregation that does not have a minister, etc.? CCF asked congregations at the 2008 GA what they need – generated ideas, but did not generate any outcomes.

Teleconference in August 2008 summary: Laurel can send PowerPoint presentation. Currently the CCF team is not funded to meet but continue to hold periodic teleconferences. The team maintains its interest as leadership representatives and continues to look for and track examples of changes and new developments around the Association. The CCF Team moved from its original goal of making recommendations to the UUA Board in January 2009 to witnessing to the changes may be happening in congregations and districts. Example: The pilot collaboration between the APF office and two districts (Joseph Priestley and St. Lawrence Districts) on a “unison ask” for annual contributions in FY08 resulted in a significant increase in income and the district grants for both districts.

CCF members are continuing to stay in dialogue, continuing to gather stories (partnering, sharing resources). Finding a better way of doing what we are doing. APF Committee members can send over stories to share via APF Quarterly newsletter, website, etc.

Small Group Best Practices
Fall P Soup (Pledge activities)
Led by Dick Jacke, recorded by Charlie King

See document prepared by Dick Jacke below

- Check in with minister to see where s/he stands on Fair Share
- Personal contacts (Dist Board, Dist Staff, Dist Trustee) to find connections where help is needed
- Pledge forms—when there's a special/separate note on the pledge form, Committee member should get a copy

Pledging and Pledge Follow-up

Annual Program Committee 'Fall' Meeting
August 23, 2008

1. Timeline for Pledge Follow-up
 - a. Initial pledge forms were sent out in June
 - 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 when 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 (note: when doing APF work of any type with congregations that you have checked in with the minister to let him or her know that you will be working with members of the congregation on APF matters so that they do not think that you are working behind their back)
 - 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 (this might include the UUA Trustee, District staff, and/or District board members)
4. Questions and Sharing of Ideas from District Chairs

Annual Meetings (What to Prepare)

Led by Pat Griggs, recorded by Stan Kidder

- Spread the word about APF
- List events of things that happen in Districts, strategize what can happen in the future
 - o District Annual meeting, Leadership meeting, Minister meeting, Anti-Racism meeting
- Most meetings have a table by the registration area.
 - o Greet,
 - o Give ribbons,
 - o Display banner,
 - o Give away brochures, business cards,
 - o Show slide show,
 - o Give workshop (stewardship workshop)
 - o Can give the same display/presentation at each type of meeting as different people go to different meetings
 - o Market programs and services of anything tangential/related to stewardship, finance, etc.
 - o Stewardship in a Box (candy, PowerPoint presentation, etc) to share with others.

District Meetings

Events:

- Spring or Fall Annual (Business) Meeting
- Leadership Conference
- Ministers Meeting
- LREDA Meeting
- Anti-Racism Conference
- State Conventions (e.g., the NY State Convention of Universalists)
- Leadership School
- Leadership weekends
- Family Camp
- Topical Meetings (irregular)

What do we do at these events?

(Note that most of these things are done at the annual business meeting, but some can be done at other events as well)

- Sit at registration table to distribute ribbons and greet attendees
- Booth or table in exhibit area with materials, brochures, newsletters, bumper stickers, graphs
- Hand out ribbons
- Posters (boards) indication Fair Share congregations
- Display APF Banner (get from Melissa)
- Hand out APF brochures and other materials
- Slide show of images of congregations' buildings in a PowerPoint Presentation as recognition of FS/Merit Congregations (Praise)
- Written report to be inserted into district annual reports
- Oral report at Business Meeting
- Talk with congregational attendees
- Stewardship Workshop—or at least a modified “Stewardship 101”
- Hand out business cards
- Certificates to Fair Share and Merit congregations, awards to long-time Fair Share congregations.
- Give APF bookmarks to bookstore to be distributed in books sold
- Brief report at Board Meeting
- Use Barb’s PowerPoint with laptop at display table.

Opportunities

- Market Wayne Clark’s services to congregations
- Report on the impact of APF contributions on district grants to all district meetings
- Encourage congregations to develop a Giving Plan and to report back to the congregation on how it was carried out (how much was given to whom)
- Utilize “stewardship in a box” materials to market stewardship training
- Annual Canvass Training Workshop (separate event)
- APF page on district Web site with appropriate links to “Treasurer help,” “If your fiscal year is different than the UUA’s,” “APF Newsletter,” “Fair Share Requests” for future years, etc.
- Articles in district newsletter
- APF page in district “packet”
- Email newsletter
- APF Committee in each district
- Thank you cards
- New ribbons: “I Believe in Fair Share” or “I♥APF” (And, since I’m typing, how about mugs, T-shirts, and hats?)
- Offer “Get Out of Debt” seminars
- Get invited to all district board meetings
- Get a line-item in YOUR district budget for APF expenses
- Stewardship Leadership Workshop Weekend, rotated thru different geographical areas of the district every few years. Resources such as:

Preparing Goals for Annual Report
Led by Kriss Gang, recorded by Barb Brown

All of our goal is to increase Fair Share dollars and improvement. Annual Report is more strategic objectives. Some objectives might be to form a committee w/in a particular region of your District.

Goal Setting

Increase number/percent of Fair Share Congregations

Increase Fair Share Dollars

Increase/Improve Congregational Out Reach

- **Email/Mail Contacts**
 - Number of Praise Contacts
 - Number of Pledge Contacts
 - Number of Push Contacts
- **Phone Contacts**
 - Number of Praise Contacts
 - Number of Pledge Contacts
 - Number of Push Contacts

More Personal Contact

- Goal of Contact
- Type of Contact
 - Meet with Board
 - Attend Sunday and meet with key leadership
 - Meet with Minister
 - Sunday Service Participation

Improve District Communication/Collaboration

- Develop closer district Executive/Board ties
 - Meet with DE
 - Meet with District Board
 - Participate in District Events
- Submit Article for District Newsletter
- Identify most effective/reliable contact within Congregation (Minister, Treasurer, Board Pres, Office Administrator)—may vary base on goal of contact
- Synchronize Coordinate with District Efforts to increase Fair Share giving
- Develop Communication Materials
 - Business Cards
 - Letter head/e-letterhead
 - Web pages for district

Develop Database of congregations

- Monthly Data from Melissa
- Contact info (email/phone for Admin, treasurer, president, Minister)
- Web addresses
- Other useful data (board minutes online, online newsletters)

Outreach At Annual District Meeting

- Attend!!
- Coordinate involvement with DE/Board/meeting planner
- Prepare a District Report (use APF annual report format)
- Prepare Presentation Materials for table or Booth
- Present Report
- Conduct Stewardship Workshop

Work Smarter—Research, Research, Research

- Visit Congregational Websites
- Request Fair Share Giving Histories for Target Congregations
- Identify Contact e-mail/phone contact information (where missing or incomplete)
- Read on line newsletters
- Know which congregations post board minutes to website (great source for info/heads)
- Learn and identify Budgeting cycles (target congregation)

Improve Projections

- Learn giving history (start with target congregations)
- Monitor payment schedule and watch for irregularities
- Touch base with those who pay “one time” several times throughout the year
- Read newsletters and board minutes (where available) for signs of financial trouble

Form an APF Committee

- Position regionally, particularly for those in large geographic districts
- Seek members who can fill in time/action gaps you have had trouble filling
- Find members with skills you may not have

Problem Solving Strategies

- Identify target congregations (list all non-Fair Share)
- Rank in order of challenge/opportunity
- Research history of Fair Share giving
- Develop list of challenges or obstacle
- Identify top 3-5 opportunities

The Committee's Annual Goals

1. Increase financial support of our Association through the active on-going efforts of the District APF committees
2. Encourage all congregations to include their full financial support as a line item in their budgets
3. Be liaisons between our Association and member congregations

Comments on existing goals:

#3. A little fuzzy; Include (work with) the Districts “fostering stronger partnerships with our Districts”;

New ideas:

Increase congregational outreach, engage congregations around ideas of stewardship/APF

Be able to articulate reasons for supporting APF/UUA –as ambassador

Raising money and helping congregations' needs beyond the Committee's scope. Collaborate on joint ask—does this become a goal for next year? Look toward adopting a strategy that is collaborative all over?

Response: Districts need to be willing partners; need to increase staff to do for all Districts. For goal, focus on aspect of collaboration of APF Committee, Districts and Stewardship and Development staff

Motion made to add language to Goal #3:

Be liaisons between our Association and member congregations and foster stronger relationships with our Districts.

Motion withdrawn

Motion made to change to:

Be liaisons between our Association, our Districts, and member congregations.

New language proposed:

Strengthen relationships between our congregations,

Friendly amendment:

Change “liaison” to “stewardship liaison”

Motion made to amend Goal #3 to:

Be stewardship liaisons between our Associations, our Districts and our member congregations.

Motion approved.

- How do we know if we have met that goal?

- Dollar goal is based on per-member ask and previous year's performance

Motion made to amend Goal #1 to “Meet or exceed the annual APF goal as established by the UUA Board through the active on-going efforts of the District APF committees”

Approved unanimously

Motion made to amend language of Goal #1:

Friendly amendment: change “APF activities” to “APF stewardship development”
“Meet or exceed the annual APF goal as established by the UUA Board through the active on-going stewardship development efforts of the District APF representatives”
Motion failed.

Motion to amend Goal #1:

“Meet or exceed the annual APF goal as established by the UUA Board.”
Motion approved.

Discussion on current Goal #2: not measurable.

Friendly amendment proposal:

“All congregations include their full financial support as a line item in their budgets”

Increase the number of pledging congregations to 10% above the previous year”
All congregations pay their pledged financial support to the UUA
Encourage congregations to give full Fair Share
Goals 2 & 3 appear to be strategies and are important enough that they have been translated to Goals.
See measurable progress toward Fair Share

Goals that are quantifiable and measurable are desired. Strategies can certainly complement.

Motion made to amend Goal #2:

“Achieve a 10% in the number of congregations making a pledge to APF.”
Motion approved. One dissenting vote.

Wordsmithing will go back to Executive Committee