

BLUU: Promise and Practice
Fundraising Update
September 20, 2017

Cheri Taylor, gift officer on UUA's Stewardship and Development staff, will take the lead on coordinating our BLUU: The Promise and the Practice of Our Faith Campaign. Cheri is in regular touch with Lena Gardner to ensure coordination and accountability with BLUU.

Sundays for Special service and collection are set for November 12 and February 4. (Or other Sundays as appropriate for congregational calendar)

Letter from Susan Frederick-Gray to encourage congregational involvement will be sent electronically on October 1. Website (uua.org/giving/areas-support/funds/promise-and-practice) will also be unveiled with flyer, pledge form, and other information available. All of this will be amplified on social media. We hope our Board will help us get this word out.

Erika Hewitt, UUA's worship web coordinator, is gathering worship and RE materials to encourage congregational conversations about the impact of white supremacy on congregational history, the impact of silencing black voices, and the important ministry of BLUU. Materials will be available on the website in early October.

With the encouragement of our match donors, we have designed the ask: match applicable for congregations reaching \$10 per member threshold. All gifts needed and appreciated. Flexibility in timing for receiving gifts. (Two years if needed.)

In October, Lena Gardner and Royce James will be at the UUA and will work with us to create a promotional video making the case for this campaign. We are grateful to have BLUU's full and enthusiastic support in this work.