

UUSJ

Development Team Report to the Board of Directors

Meeting of September 21, 2019

Members: David Strauss of UUC Rockville, Gary Magnuson of UUC Frederick, Peter Bishop of Washington Ethical Society, Bob McCarthy of Fairfax UUC, and Larry Underwood of Bull Run UUC.

Ex Officio members: Pablo DeJesús, Executive Director and Bob Denniston, Board Chair, and Martha Ades, At-Large and Program Committee Chair -- participate as appropriate.

Charge: The group was formed in May 2018 to help stabilize and grow UUSJ's financial base as we advance our commitment to advocate for the issues arising from the principles and values of our UU faith

Report: The primary activity of the team over the summer of 2019 was to prepare and complete a mailing to a list of donors to UUSJ, from those who had contributed very small amounts to large givers. Direct mailings are notoriously low in response rates, often in the area of 4%. The list we used included over **600** people. The response rate was good: nearly **5.5%**! The total raised, net of expenses: **\$3,071.92**.

The team will be examining the treasurer's documents prepared for this Board meeting to determine the development goal for the remainder of this fiscal year. There are several factors that need to be considered, including the likely gap in the end of year budget that will occur once the administrative assistant is hired.

Currently, there are two activities that are in the planning stages: the person-to-person strategy for raising large donations and a late fall/early winter fundraiser similar to the one held at RRUUC last December. The projected reception would occur in Northern Virginia and would include a featured speaker from the Virginia Congressional Delegation. The goal for this event would be to raise a net of at least \$3000. We had the same goal last December and raised about \$8,100. We believe a similar amount can be raised with a good speaker and location and a robust ticket sales promotion.

Finally, there is a need to make a decision on the **Give or Get** campaign that began last fiscal year. As of the end of August the rate of return was far below expectations. Board members will need to decide if they are willing and able to commit to this effort.

The Team will be meeting sometime in late September or early October. At that time we will begin serious planning for the Virginia based fundraising reception and identify the financial goal for the rest of the fiscal year.

Submitted by David Strauss