

# **Development Team Report to the UUSJ Board of Directors**

Meeting of March 28, 2020

Members of the UUSJ Development Team: David Strauss, Peter Bishop, Larry Underwood, Eleanor Piez, Bob McCarthy, and Gary Magnuson.

## **Activities and accomplishments of the Development Team are:**

- **Direct Mailing:** Compilation of a comprehensive mailing list of UUSJ donors. This list includes both those who had contributed small amounts to those who contributed large amounts. This list was used for a direct mailing requesting UUSJ donations from approximately 600 persons. Rate of return on the mailing was 5.5 percent, above the normal rate of 4 percent. Amount of funds raised by the direct mailing, net of expenses, was \$3,071.92.
- **Team Goal Setting:** The Team has set the following development/fundraising goals for 2020.
  - Match the UUFP Challenge grant of \$4,000.
  - Close the 2019-2020 budget gap of \$6,000.
  - Contribute to UUSJ contingency reserve.

## **Planned Development Team activities for 2020 to achieve Team goals include:**

- Work with Membership Committee to promote and increase UUSJ individual memberships and donations.
- Work with the UUSJ Advocacy Program and Membership Committee to promote and increase UU congregational memberships.
- Plan and sponsor a fundraising event in 2020 in Northern Virginia, similar to the event that was held at River Road UUC in Maryland with Congressman Jamie Raskin as the featured speaker. It is proposed that this event would raise \$6,000.
- Prepare and implement a year-end direct mail appeal that would generate \$3,000.
- Work with Governance Committee, Membership Committee and others to examine congregational Fair Share formula and membership amounts.
- Plan and implement a direct mail UUSJ 20<sup>th</sup> Anniversary appeal in the Fall.