

## Development Committee Report to the UUSJ Board of Directors

June 13, 2020

Members: David Strauss, Gary Magnuson, Eleanor Piez, Peter Bishop, Larry Underwood, Bob McCarthy

Ex Officio: Pablo de Jesus, Executive Director, Bob Denniston, UUSJ President

### **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 during 2019. The rate of return on the mailing was 5.5 percent, or 1.5 percent above the anticipated rate of 4 percent. The amount of funds raised by the direct mailing, net of expenses, was \$3,071.92.
- **Emails aimed at tapping some of the stimulus money received in late April-May 2020.** This effort produced \$1,304.
- **Team Goal Setting:** The Team has set the following development/fundraising goals for 2020.
  - Match the UUFP Challenge grant of \$4,000. -- completed
  - Close the 2019-2020 budget gap of \$6,000.
  - Contribute to UUSJ contingency reserve.

### **Planned Development Committee (DC) activities for 2020 included:**

- Working with the Membership Committee to promote and increase UUSJ individual memberships and donations.
- Work with other committees 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.

These plans were made prior to the devastating impact of the coronavirus crisis. The DC will continue to promote efforts to close any budget gaps caused by the problems incurred due to the crisis. At present, the DC is helping to promote the spring fundraising campaign in which appeals will be made to current UUSJ members, former members, and individuals who have contributed in the past and/or have shown a strong interest in UUSJ. **The success of this campaign, much of which will be conducted via a series of emails, will depend on the Board members' willingness to do follow-up phone calls with at least the more than 70 contacts who have donated more than \$200 to the organization. At this time of low staff capacity (our AA is on medical leave), Board members' active involvement will be crucial to closing our budget gaps.**

Additionally, we are tentatively planning a virtual 20<sup>th</sup> Anniversary Gala to take place in early December. Our hope is that this event will raise a net of at least \$6,000. While it is possible that an in-person gala could be held then, at present we must begin the planning for a virtual event should the Covid-19 crisis still be a factor. A planning subcommittee is already working on this.

Other ideas are being considered, and you will hear more about them at our next meeting.

The DC sees the year ahead as a crucial one for our organization's survival and growth. We believe that fundraising events are important, but they can only supplement a financial base. In past years that base has often relied upon the receipt of grants. We must create a base that is not so reliant. That base, we believe, will be the individuals who choose to be members and those who also can contribute substantial amounts. We will also need to nurture our relationships with congregations in the DMV and throughout the nation to solicit membership payments from them.

**All our efforts as a committee will rely upon the strong support and action of Board members and crucial involvement of our staff.**