

Membership Committee Report for the October 3, 2020 UUSJ Board Meeting

1. Summer Fund Appeal

The Membership Committee worked with the Development Committee and UUSJ staff to draft a series of emails to two groups in the SALSA database: lapsed members, people who have never given to UUSJ. The UUSJ staff made up several donation web pages that reflected the new definition of membership the Board approved in June (“any donation makes one a member, but we suggest \$60”), and listed the various optional opportunities for giving approved at the March Board meeting. (Click the Donate button on the UUSJ web site to see the new donation page.)

The emails to the two groups went out in early July, and brought in about \$6,500, some of which may have been regular donations from the web page. There were only eight people from the “never” list who signed up to be members, but the average giving for that group was about \$100. This may mean that the optional levels influenced new members to give more than last year’s \$40, and even more than the “suggested” amount of \$60.

There were 50 lapsed members who contributed in July, with the majority of money taken in (\$5,600) being from them. Once again, the average amount was around \$100 (actually \$112). The non-DMV portion of giving was relatively small--\$1,130 with an average per donor of--\$66, much less than the \$131 average for DMV donors. This reflects the long-term DMV base—we are not completely national yet.

The Fundraising experts say the key to successful fundraising is building relationships with donors. Future Membership Committee activities will reflect this (see below).

2. Membership Statistics

Martha Ades worked with Paulette to get membership flags set up in the SALSA database in June and July. SALSA reports the following membership numbers for August 1 and September 1: 202 and 211, respectively.

3. Rolling Membership Renewals

UUSJ has typically asked members to renew their memberships in December. This is not ideal, as people who donate in October and November may resent being asked to renew in December, and it places an extra burden on UUSJ staff during end of year activities, in December and early January. Therefore, the Membership Committee, working with the Development Committee chair and the UUSJ staff, has drafted a series of emails to be sent to members who have not given in the last 11 months, and as a result, their memberships are about to expire. SALSA will be set up to automatically send these emails to these members with expiring memberships, at appropriate times. This way members will renew at whatever time of the year is appropriate, depending on their last gift. We anticipate starting these emails in October.

4. Calling Larger Donors

The Development and Membership Committees started working on developing relationships with UUSJ donors by attempting to call 100 of the larger donors in September, using the Appreciative Inquiry approach.

5. Calling Other Donors

The Membership Committee is committed to calling members outside the DMV area for two purposes. To develop relationships with them and to supplement the information gathered by other initiatives, most of which will gather information from residents of the DMV area. This is targeted for October.

6. Membership Committee Proposal to the Board

The Membership Committee, working with the Development Committee chair, has formulated suggested actions for Board members for the final three months of 2020. These actions are aimed at increasing membership and developing relationships with members both in DMV and outside DMV. This includes the Membership Committee members contacting members outside DMV in October, in addition to the September calls to larger donors.