

December Board Report from Development/Fundraising Committee

12/8/2021

Hello Board Members!

Let's begin with some numbers:

Quantitative Goals for Fiscal Year 2021-22

To meet our budget for this fiscal year ending on June 30, 2022 - we will need:

	<i>Proposed Amended Budget</i>	<i>Actual 12/7/21</i>	<i>To be raised</i>
Congregational Memberships/Gifts: \$26,000 from ~20 congs/communities	26,000	7,795	18,205
Individual Major Donors (\$1,000 up: \$10,000 from 5+ households)	10,000	8,421	1,579
Individual Donors up to \$999: \$34,000 from roughly 150-200 households	34,000	9,613	24,387
Match Funds committed by UUF 3,000 (our part is included in individual donors)	3,000	0	3,000
Combined Federal Campaign (federal employees payroll deduction)	5,000	2,745	2,255
Fundraising Event on 11/7/21	10,000	8,645	1,355
Total	88,000	37,220	50,780*
Total 2021-22 income target per proposed budget amendment	87,960		

*\$1 off due to rounding error

A few notes on our actuals to date:

1. On approx. Nov. 30, Charlotte personally, by hand, mailed out an end-of-year hard copy appeal letter to our 97 top donors in the past 2 years. The same letter has now gone out by email too. Results are not reflected here yet. Thank you Charlotte!!!
2. End-of-year email fundraising, including Giving Tuesday, is ongoing and we are hoping to see a bump in December from that. Staff is sending weekly testimonials from board members and active advocates. Please contact Pablo to join in that process if you haven't yet. Also, please share these messages with people who might be interested in our work.
3. I am aware of a couple large pledges that we are expecting this month, which will take the Major Donor line above the budget.
4. Match funds from UUF is hopefully an administrative transaction. We have to provide the documentation they require.
5. The fundraising event was a great experience. As an event, it got rave reviews, both inspirationally and technically. We made ~70% of our original fundraising goal. A huge thank you to the board members who helped bring us up to this level! Our work for the next event is to hone down the theme/message, and how that aligns with our mission and overall goals for the year. Then we need to consider how to tie the theme to the event's fundraising strategy, whether through ticket sales, or an inspirational appeal during the event, etc., how to get

commitments in advance to exceed our target, and how to involve board members to increase the board's percentage of income. We did excellent work on the program side of the event, now we need to develop our skills in raising the money.

FUNDRAISING TRAINING OPPORTUNITY

My favorite fundraising guru, Kim Klein, is giving a training, "Fundraising in Difficult Times," under the auspices of the UU Funding Program. I can testify personally that this is maybe *the best* training for grassroots fundraising that you will find anywhere. We can send up to 2 people FOR FREE – making this an amazing opportunity to invest in your personal skillset. If you feel inspired to both learn powerful tools and use them to build UUSJ's success as a fundraising committee or team member, please contact me ASAP. There are two choices for scheduling:

Cohort 1:

Tuesdays, 6 - 8:30 pm EST January 18, 25, February 1 and 8

Cohort 2:

Thursdays, 6 - 8:30 pm EST January 20, 27, February 3 and 10