



### **Strategic Objectives to be supported by the proposed budget:**

1. Continued transition to national status, with congregational and individual collaboration to connect constituents with well-targeted Congressional offices/staff
2. Impact federal legislation and build advocacy movement
3. Enhance coalition participation with both UU and impacted person partners
4. Re-energize environment and economic justice areas, build capacity in democracy and immigration teams. Continued integration of racial justice themes into the work of our policy action teams, and the practices of our organization
5. Strengthen internal functions: communications, outreach, education, advocacy

### **New Communications support person and Communications Plan**

In line with discussions about outreach to UU congregations, individuals and impacted person organizations, as well as strengthening our means of promoting our own and partner advocacy actions on social media, UUSJ proposes to develop a communications plan and to hire a communications assistant.

The Executive Director needs guidance and suggestions from Board members who have expertise in this area. The proposed funding (around \$12,000/year for an assistant who will spend 2/hrs day @\$18/hr) in the budget reflects similar positions advertised on Idealist.org. The proposed \$3000 for consultant help on developing a communications plan is quite modest. Figures floated by two sources contacted by ED/Board member are as high as \$20,000 for a full communications plan and strategy. This amount is likely beyond our immediate financing realities, so we plan to start modestly. There will also be an up-front learning curve for a communications assistant to absorb the tone and content of UUSJ issues and posture as well as the target audiences. In the long run, such a communications person should relieve the Executive Director and Administrative Assistant of time spent on trying to manage social media and other communications, and perhaps even replace the paid copy editor, depending upon skills of the person hired. This would enhance ED/AA ability to work on other unique tasks for which they are employed.

To incorporate a new staff person, even on a contractual rather than employee basis, it is prudent to assure a revenue source for the longer term. This budget proposes that we seek grant assistance to help fund the one-time strategic planning part of a new communications effort, as well as the initial 6-12 months of a support person. This would have to transition into a solid self-funded financial basis for future continuation of that person, perhaps in FY23-24. (Similarly, we are in the midst of transitioning our advocacy support contractor from fully-grant funded to self-funded). Sources of such grant funding are not yet known but the Executive Director's experience is that this communications work could be a good candidate for initial grant funding.