

Moving UUSJ Forward

Recognizing that UUSJ is still in a transition period with tremendous potential for expansion within the UU ecosystem and increased influence in federal legislative policy, we, the members of the UUSJ Board, are going to look at some new ways to move forward in an attempt to increase our capacity.

We are envisioning a new approach to the way UUSJ functions, focusing on three objectives: *Deepening Relationships, Increasing Profile, Expanding Fundraising*.

Deepening Relationships: Our denomination is designed around congregations. That's where most UUs are found, and congregations make access fairly straightforward.

Increasing Profile: UUSJ isn't a known UU entity, even though the work is critical and often successful. It isn't possible to grow the organization without a concerted effort toward increasing our public profile.

Expanding Fundraising: In order to bump ourselves to the next level, we need more staff and more stable income to increase capacity for the work.

Ideas to Address These Objectives

These ideas fit to serve at least one of these objectives. These are not listed in any particular order.

1. *Target people on the board for each objective.*
 - a. Every Board member will need to take ownership of and be an active participant in moving things forward as a necessary part of leadership.
2. *Move to monthly Board meetings from quarterly.*
 - a. Focus on building internal relationships.
 - b. Meetings should be shorter but more often because relationships build capacity, engagement, and enjoyment.
 - c. Attempt one in-person gathering annually.
3. *Declare a **Justice Day** on the UU calendar and design worship for ministers to plug into.*
 - a. Declare the subject based on a bill coming to Congress.
 - b. Create resources for ministers to use.
 - c. Partner it with an action we want UUs across the country to take.
 - d. This is a known and successful strategy for many UU organizations.
4. *Sponsor a social at GA to introduce UUSJ*
 - a. Introduce leadership.
 - b. Introduce policy work.
 - c. Provide resources for Justice Day.
 - i. It could be a time for organizing around an issue.
 - d. This is how many UU organizations remain relevant.
5. *Create an Adult RE program every year.*
 - a. Issue-based education, partnered with spiritual practice.
 - b. Led by Pablo + a minister.
 - c. Charge people to take the class.
6. *Reach out to churches in battleground states.*
 - a. Build relationships with churches in places like Florida.
 - b. Focus campaigns on mobilizing for federal work.

7. Refocus communication plan for greater engagement.
 - a. The public email has to be significantly shorter.
 - b. Create email campaigns with 2-3 sentences and a link.
 - c. Charge 2-3 board members with writing and outreach or partnering with a staff person, or if a professional is hired, have them report to a member of the Board to reduce work for Pablo.
 - d. Connect with social media staff in congregations to boost messaging.

8. Consider a *Capitol Campaign*.
 - a. Not just a capital campaign.
 - b. Designed to increase staff.

9. Create short videos to educate on bills up for a vote.
 - a. Pablo can work with the CCNY team to create these.
 - b. Create a YouTube channel
 - c. (CCNY is in the process of creating 24/7 programming, and these can run there, too.)

10. Create a vision making UUSJ a leader organization rather than a follower.
 - a. UUSC is a follower organization, turning leadership over to partners; we don't need another one.
 - b. UUSJ needs to get out front as the think tank for federal policy.