

CLF Fundraising Committee

Report to the Board – March 21, 2014

Our mission is to cultivate wonder, awe, and the courage to act for justice.

Committee Members: Sharon Blevins, Lucia Santini Field, Brad Greeley, Ken Gross, Alison Miller, Kay Montgomery, Rebecca Scott, Meg Riley, Lorraine Dennis

Purpose. The role of the Fundraising Committee is to create a stable funding base with sufficient and sustainable resources to live out the CLF mission. Goals in 2014 are to:

- Expand annual giving through increased membership and increased giving by members;
- Develop plans for raising \$500,000 to \$1 million in a CLF capacity-building campaign, in cooperation with the UU Collaborative Joint Campaign.

Committee Decisions and Actions, November 2013-March 2014.

- Supported and cheered preliminary special gift contacts.
- Determined method of record-keeping for the special gifts campaign:
 - special gifts will be recorded on separate line items;
 - special gifts can be spent for designated purposes as received; and
 - whether to conflate special gifts with annual giving in public reports can be decided later.
- Encouraged revision of the website to offer options of separation between being a member and being a donor;
- Helped rally year-end giving to meet budget;
- Worked with staff to review 2013 sources of funding and 2014 plans for operating funds;
- Decided that a fulltime membership/development staff position was the top priority for special funding and began mapping out responsibilities for a job description;
- Worked on developing a structure for the special fundraising initiative, including the case for funding, timeline, name, a giving pyramid, and materials for potential funders. (see below)

Case for Special Gifts to CLF. Why give a special gift to the Church of the Larger Fellowship? In broad terms, because we are:

- Creative, bold explorers. Our size makes us nimble. Our curiosity, commitment and courage keep us on the cutting edge.
- A radically collaborative resource. We offer leadership and education for other UU congregations and other denominations. We serve as an outreach arm for the UUA.
- Church Without Walls. We serve spiritual seekers and CLF members with online worship and printed materials, offer community and support to isolated UUs, provide a wide range of options and materials to a diverse, worldwide population.

Name. We searched for a bold, creative, memorable, catchy, distinguishing, different name for the special gifts initiative. Today's working title is **Fueling the Flame: Creating Capacity for CLF.**

Special Gifts Giving Pyramid. Given the nature of CLF and our membership, we need to consider how to shape a campaign approach that is likely to have a small number of major donors, a middle range of moderate donors that includes congregational gifts, and a broad base of CLF members who contribute smaller amounts.