

**Church of the Larger Fellowship
Board of Directors
Meeting
March 22-23, 2013**

MINUTES

Present: Stefan Jonasson, co-chair, Mark Gibbons, co-chair, Lucia Santini Field, Ken Gross, Arnold Bradburd, Adam Gerhardstein, Brad Greeley, Alison Miller, Rebecca Scott.

Unable to be present: Arif Mamdani

Staff: Meg Riley, Lorraine Dennis, Linda Berez, Lisa Kielt

1. Opening worship – Alison
2. Reports - Meg and Lorraine

Meg reminded the Board that 3 years ago she was called by the Board to be CLF's Senior Minister. She started work 2 years and 8 months ago and we have been working on the Online Sanctuary ever since. She thanked the Board and Staff for their support and work.

Meg told the Board that they would be hearing lots of analytics. There will be ample time to talk during and after the analytics in strategic conversations.

After attending the Wisdom 2.0 conference in CA, Meg has more clarity about the differentiation between clfu.org (our church website) and questformeaning.org (our seekers ministry). We now know that we need to really differentiate on the websites and programmatically. We will collaborate with other churches on UU worship and doing church really well. On Q4M, we will be exploring and not emphasizing UU; inviting seekers into those explorations.

Meg will be offering "office hours" – a live video conference for more interactivity. We will offer a Moderators Forum for candidates for the UUA Moderator on April 24, 2013 at 8:00PM ET.

Meg is very concerned about sustainability since our experience is that the seekers are not making enough donations to sustain the budget. We are tracking new donors who give on Sunday/Monday (worship days) and in the last 2 ½ months 26 out of 30 donations have been from new donors. The average gift from these donors is \$58 with two gifts of \$500. We hope these numbers will continue to grow.

There was much discussion during Meg's report, so the Board decided to move into the analytics reporting right away. Lorraine will give her report later.

3. Analytics/Programs Discussion

Board members reviewed Google analytics for both websites and the Daily Compass. Worship attendance is measured by page views on the Q4M site and has steadily increased this program year. We are consistently drawing 450-500 page views on Sunday and only a bit lower numbers on Monday.

Tim Atkins joined the meeting via Zoom.us to present Social Media analytics. The CLF Facebook page has grown to more than 3,500 likes, more than twice the number as of Jan 1, 2012. The Daily Compass has 485 subscribers and its Facebook page has 149 likes in just a few weeks. We have 422 followers on Twitter, 92 on Pinterest, and 108 on Tumblr. The analytics show a noticeable bump where the Tim (Social Media Coordinator) came on the staff in December 2012. Tim is focused on the number of people 'talking about' the CLF – sharing our posts, commenting and liking them. We saw a huge spike at the time of the Sandy Hook shootings in December and in mid-January we saw a spike around MLK Weekend.

4. Lorraine's report

Lorraine reported that the CLF Staff is doing well. The staff has grown because we hired the Social Media Coordinator and we have 5 interns this year. The supervision has sometimes been challenging, but we have a rhythm going now and its' working well. We have 5 interns for next year already planning to join the staff without our advertising the position. It's clear that we are seen as a place to learn and share the cutting edge of online ministry.

The staff has been managing the conversion to eTapestry, the new database. It has been difficult and the whole Boston staff has been involved. Lisa is the Project Manager and has been very busy for several months training staff and getting queries and forms set up in eTap. When this process is completed we will be able to do the kind of segmentation of members/donors that we have longed to do.

Moving the CLF Shop to Amazon has been a long process, but the Boston staff is getting there. We hope to have the Amazon shop up and running in about a month.

Constant Contact is the email marketing tool we will be using with eTapestry to communicate with members and donors. We are doing a weekly newsletter (since Nov. 2012) which presently goes to the "Get Updates" email addresses from both websites. Members are getting an email via the CLF-Announce email list. When eTap is ready, we will send a Constant Contact newsletter to all.

5. Finance Reports

Ken Gross reported that the YTD February statements show deficit to budget of \$9,157. There are shortfalls of \$1,408 in Revenue and an overage in Salaries and Contractors of \$6,307.78. Lorraine will do some research into the payroll/contractors overages and report back to the Board with the sending of the March operating statements.

Lorraine explained to the Board that we will be making several inventory purchases to increase inventory for the Amazon move, General Assembly and to fulfill an outstanding order with the UUA Bookstore.

Lisa gave a Fundraising report that showed the final amount raised to launch the 2012 Challenge Fund as \$33,431. Although it was hard to quantify the response to the Challenge Fund, we know from donor feedback that the Challenge Fund was a motivator for members and helped to mitigate the anticipated shortfall at the end of the year. Lisa also reported on Grant activity, results from the 2nd Collection Initiative and after-worship giving. The report is attached to the minutes.

Lucia shared the UUA CEF report for Dec. 31, 2012, with a market value of \$150,944,094. The CLF Endowment portion of the CEF is \$1,895,408.06 as of Dec. 31, 2012.

6. Strategic Discussion

The Board decided to discuss the UUA move and its effects on the CLF. During lunch, the Board met with Kay Montgomery and wished her a warm farewell as she prepares to retire after GA 2013. Kay was also able to give more information about the UUA's plans to move their offices to 24 Farnsworth Street in Boston in January 2014. Kay told the board that the UUA hopes that the CLF will move with them to continue the collaborations already in place and create opportunities for more as "Congregations and Beyond", the UUA's program, continues to grow.

The Board decided during their strategic discussion that if it is at all possible the CLF offices should move with the UUA. Lucia will work with staff to create a letter to be sent to Kay in about six weeks indicating our interest in moving the CLF offices with the UUA. Lucia offered to work with the staff to negotiate a new agreement with the UUA before Kay retires. Board members had many suggestions for the staff regarding how and what to request as we negotiate the agreement (request contiguous space, one private office, access to conference rooms, storage). We will be strategic about the timing and the method we use for the move.

7. Member Conversations

Lisa distributed member contact sheets and stationery so Board members could make phone calls/send emails/send notes to CLF members and donors. Board members had good conversations, made contact with a number of members, and suggested that we do a version of this at every meeting.

Recess until Saturday morning.

Saturday, March 23, 2013

8. General Assembly

Lorraine reported that arrangements are made for our usual GA events. Presently, we have 8 delegates signed up out of our allotment of 22. Brad Bradburd and Ken Gross offered to be delegates, as well.

Motion: to approve the 2013 GA delegates as presented with permission for the Senior Minister and/or the Executive Director to add more delegates as GA approaches. (Brad G/Lucia)

Lorraine showed the Board the Ad that will be in the GA Program Book and will send the ad to Board members as an attachment. CLF's events include the CLF Ingathering at 5:45PM on Wed, June 19, CLF Worship at 1:45PM on Friday, June 21, and a workshop called "Carry the Flame: Congregations and Beyond" with Tandi Rogers on Saturday at 1:45PM.

Board members who will be at GA will meet for breakfast on Saturday, June 22, at 7:15AM. Location to be announced later.

Lorraine told the Board that the staff regularly holds a staff reunion at GA and plans to do so in Louisville.

9. Bylaws Discussion

After a meeting, the Bylaws sub-committee (Stefan, Mark, Adam and Brad B.) offered the following bylaw change:

Present Bylaw - Article VIII, Section 3

The Directors shall serve for terms of three years each, three such Directors being elected at each Annual Meeting of the Corporation. ***No Director shall serve for more than six consecutive years***, but a Director may be re-elected after the lapse of one year.

Proposed Bylaw - Article VIII, Section 3

The Directors shall serve for terms of three years each, three such Directors being elected at each Annual Meeting of the Corporation. ***No Director shall serve for more than two consecutive full terms. Any partial term of more than two years shall be considered a full term for the purposes of this section. A Director may be re-elected after the lapse of one year.***

Motion: To recommend the bylaw change as presented. (Brad G./Ken) Approved

We will add the bylaw change to the ballot and Stefan will present it at the Annual Meeting.

10. Annual Meeting

The Annual Meeting will be held on June 27, 2013 at 6:00PM ET via conference call and video conference. Lucia will ask Ralph Mero to act as Moderator of the meeting. It was suggested that Ralph make a plea for those present to donate to the CLF.

11. Military Affiliation

Meg reported that the affiliation with Rev. Chris Antal is working well. She serves as chair of his Committee on Ministry. He is home from Afghanistan and deciding how widely he will tell his story. We hope he will be available to preach with Meg and Joanna at GA this year. He may preach via video if he can't be there in person.

12. Nominating Committee

Laurel Amabile, chair of the Nominating Committee, submitted a report saying that the committee will be in communication with the Board and staff as they prepare the slate of nominations for the Annual Meeting (the deadline for the publishing of the slate in April 20, 2013, with additional nominations from the membership due by May 20, 2013). The committee, with the Board's input from October 2011, has developed three questions they ask each potential Board member. These responses can be very helpful in getting to know prospective Board members. Brad Bradburd, who is the Board representative on the Nom. Comm., asked for names of potential board members and several names came up. Several Board members will be the first contact for some of these names and the Nom Comm will contact others directly.

According to Brad, Ken Gross has offered to run again for Treasurer, Lucia has offered to run again for Clerk. Mark Gibbons and Brad Bradburd will be retiring from the Board. Stefan will contact Arif Mamdani to confirm that he will be able to attend next year's Board meetings since he was unable to attend this meeting or the meeting in October. Rebecca Scott has agreed to run for a 3-year term on the Board.

Brad B. offered to stay on the Nom Comm, and suggested that Wendy Wooden, the 3rd member of the Committee be asked to be chair. If she agrees, Brad will remain. Rebecca Scott will run for Nominating Committee to be the Board Representative.

The Nominating Committee will share the slate with the Board by April 17, 2013, a few days before the April 20th publishing deadline.

Motion: (Bard G/Brad B.) to appoint Wendy Wooden chair of the Nominating Committee and to fill the Board Rep vacancy with Rebecca Scott. Approved.

13. October 2012 Meeting Minutes

Motion: To accept the October Minutes as corrected. (Brad G./Brad B.) Approved

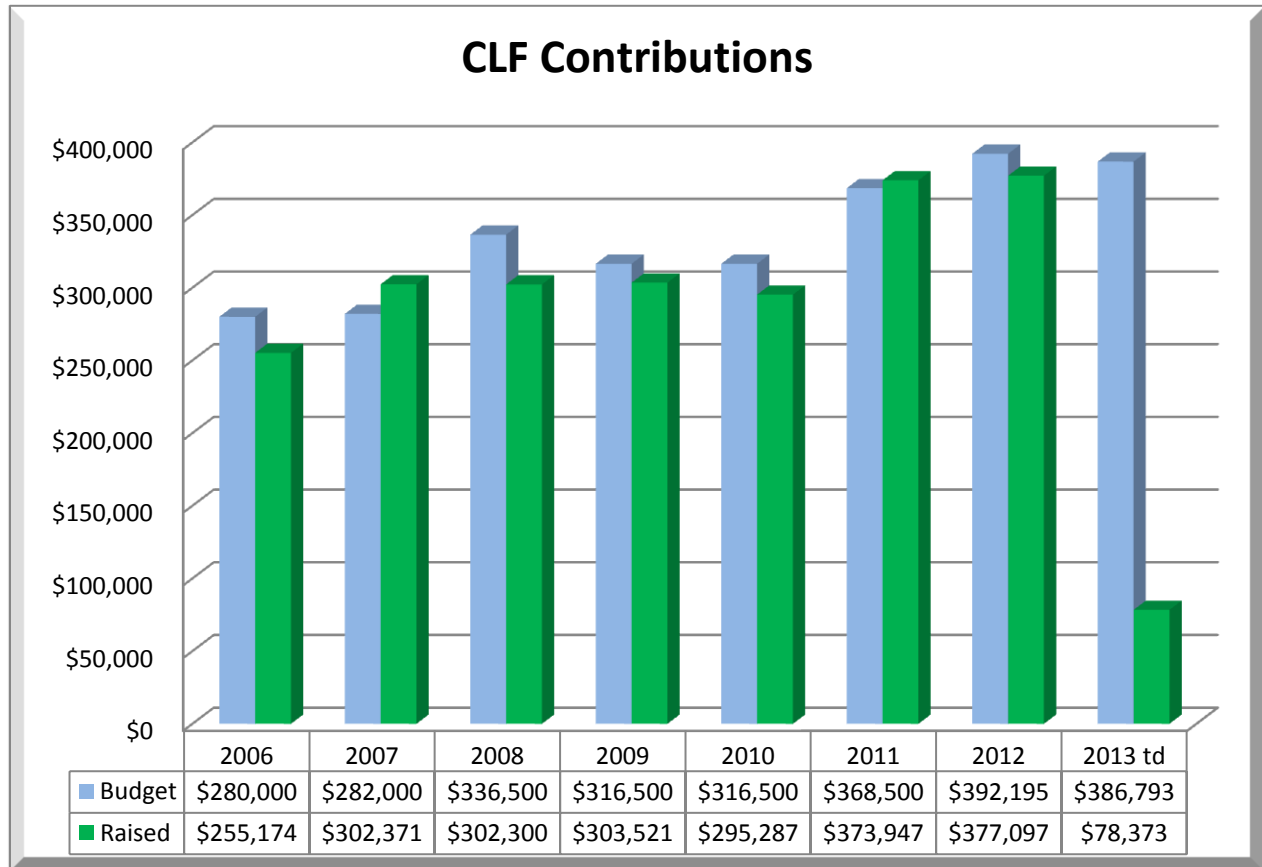
Notes: Lorraine will email future meeting dates to the Board

Meg asked that Board members email her possible questions for the UUA Moderators

Candidates Forum on April 24th.

Motion to Adjourn (Brad G/Brad B) 11:30AM Approved

CLF Board Meeting – Fundraising Update March 22, 2013



CLF 2012 Year End Challenge Fund Pool:

To boost an anticipated contributions shortfall upwards of \$50,000 for 2012, a Challenge Fund Pool totaling \$33,431 was raised by and from the CLF Board of Directors and the CLF's most ardent financial supporters during the October 2012 Board Meeting. The Challenge Fund was then announced to the CLF's membership as a way to double the impact of their CLF contributions.

Because the last quarter of the year is typically a time of increased contribution activity, it is difficult to pigeon-hole specific contributions beyond those made by the initial Challenge Fund pool of donors. Although contributions for Q4 2012 (at \$112K) were on par with contributions for Q4 2011 (at \$109K), we know from donor feedback that the Challenge Fund did inspire gifts we would not have otherwise received. The initial group of supporters who created the pool of matching money raised their CLF support by an additional \$20,000 over their total gifts in 2011. This group of 45 donors gave a total of \$73K in 2011 and increased their support to \$93K in 2012.

Recent CLF Grant Activity

New York State Convention of Unitarians:

- 2013--\$4,000 Engaging International Young Adults
- 2012--\$5,000 Social Media Staffing Continuation
- 2011--\$3,000 Social Media Staffing

Unitarian Universalist Funding Program Fund for Unitarian Universalism

- Winter 2012--\$14,000 CLF Online Sanctuary: Enhancing Technical Capacity
- Winter 2011--\$15,000 CLF Online Sanctuary: Building Technical Capacity
- Spring 2011--\$14,500 CLF and Joseph Priestley District Spread the Flame
- Winter 2010--\$18,000 Beacon of Liberal Faith

Unitarian Sunday School Society

- Winter 2011--\$3,000 Dynamic Faith: UU Games for Online Learning

Unitarian Universalist Veatch Program at Shelter Rock

- Winter 2012: \$25,000
- Spring 2013: \$5,000

Unitarian Universalist Women's Federation: Equity and Justice Panel

- Spring 2011--\$5,000 Liberal Religious Women in Crisis: Pastoral Support
- Submitted March 2013: \$5,000 request for Online Worship Series for Liberal Religious Women

Recent CLF In-Kind Contributions

Data Collaborative

2012: Pro-bono consultative session from Deborah Elizabeth Finn and Josh Shortlidge, 'bringing needs and resources together in the nonprofit/philanthropic sector through digital technologies.'

eTapestry-a Blackbaud Database

2012-2015: Thirty percent discount on one time database conversion and three years of monthly maintenance fees. Discount valued at \$4,736 over three years.

Google AdWords

2012-ongoing: In-Kind grant of \$330/day (more than \$120K/year), indefinitely, for advertisements on Google Search pages using Google AdWords.

Guide Creative—a Blackbaud Production

2012/Current: In-Kind gift to develop a mobile website. Forty hours of web developer time.

YouTube NonProfit Channel

2013: Still learning how this can enhance the CLF's YouTube presence.

Second Collection Initiative

Since 2011, the Second Collection initiative has brought in \$23,031.46 to date.

Date	Name	Received	
3/11/2013	Main Line Unitarian Church	\$ 2,053.00	
3/4/2013	Eliot Unitarian Chapel	\$ 1,725.00	
2/27/2013	Fox Valley UU Fellowship, Inc.	\$ 755.00	
2/13/2013	West Shore UU Church	\$ 916.00	
1/31/2013	First Unitarian Church, Rochester, NY	\$ 1,296.09	
1/31/2013	Unity Church Unitarian of St. Paul	\$ 1,743.11	
	2013 to date	\$ 8,488.20	
11/13/2012	Maumee Valley UU Congregation	\$ 111.00	
7/10/2012	UU Fellowship of Ames	\$ 341.46	
6/6/2012	Rogue Valley UU Fellowship	\$ 613.45	
2/9/2012	UUs of Clearwater FL Inc.	\$ 500.00	
	2012 total	\$ 1,565.91	
8/16/2011	First Unitarian Church, Omaha, NE	\$ 314.50	
7/27/2011	First Universalist Church of Denver	\$ 500.00	
7/25/2011	First Unitarian Church, Portland, OR	\$ 1,992.00	In 2011, the CLF Board began targeting specific congregations to host Special Collections to benefit the CLF-- particularly the prison ministry.
7/25/2011	UU Congregation of Atlanta	\$ 904.00	
7/11/2011	First Unitarian Church of Oakland	\$ 875.00	
6/20/2011	West Shore UU Church	\$ 927.00	
5/2/2011	UU Church of Reading	\$ 1,293.00	
3/25/2011	UU Fellowship of Central Oregon	\$ 346.00	
3/7/2011	First Universalist Church, Minneapolis	\$ 5,438.43	
2/28/2011	First Unitarian Society of Minneapolis	\$ 387.42	
	2011 total	\$ 12,977.35	
5/24/2010	East Shore UU Church	\$ 256.50	
	2010 total	\$ 256.50	
6/18/2009	East Shore UU Church	\$ 639.43	
	2009 total	\$ 639.43	
10/16/2008	UU Congregation of Marin	\$ 205.00	
3/12/2008	Main Line Unitarian Church	\$ 1,829.00	
	2008 total	\$ 2,034.00	
5/22/2007	UUs of Clearwater FL Inc.	\$ 524.00	
	2007 total	\$ 524.00	

After-Worship Contributions

During the CLF's weekly worship services, the CLF has put an intentional emphasis on offertories as part of the service, and sought ways to simplify online giving without detracting from online worship activity.

Beginning in January 2013, staff has tracked online gifts from Sunday and Monday—the two days with online worship services. Since the beginning of 2013, more than \$2,300 has come in on worship days, 26 of those 41 donors are new to the CLF, most notably; two \$500 gifts. As the CLF's database, eTapestry, becomes more fully integrated with our internet efforts, we will more readily be able to track contributions made specifically as a result of participation in a worship service.