

Church of the Larger Fellowship
Board of Directors Meeting
October 25-27, 2012

MINUTES

Friday, October 26th

1. Opening Worship – sharing CLF prisoners’ words
2. Mission Statement

The Board discussed and adopted a final draft of the new CLF Mission statement.

Motion: to tentatively approve (Brad G., Brad B.) the Mission Statement. Approved.

Mission Statement

Church of the Larger fellowship, a Unitarian Universalist Congregation

Our mission is to build a global spiritual community, rooted in profound love, that cultivates wonder, imagination, and the courage to act for justice. As Unitarian Universalists, we carry the flame of love, burning bright, for all who yearn for its warmth and light.

3. Communications and Program Update

Meg and Lorraine took the Board on a web tour. Meg explained that with the help of a seminarian with a strong marketing background, we determined that we need to differentiate the CLF’s ‘church’ website from the QuestForMeaning.org (Q4M) website which is our seekers ministry. We are developing a new CLFUU.org website which will launch soon.

We will be moving the Q4M site from the Fission server to our Bluehost server. We will have access to the whole backend of the website.

Analytics tell us that we are getting more than 400 people at worship on Sundays this fall. An average of about 300 attend the two services on Mondays. Stefan pointed out that at the October 2011 meeting, we were hoping to break 100 worship attendees. Now we have regularity and are achieving numbers that put us in the top 20 congregations in the UUA.

Lorraine and Meg are working with a consultant who will help us develop the Search Engine Optimization we need for both site. Maria Verven joined the board via

teleconference and gave an overview of Search Engine Optimization. Rebecca asked if Board members could take on some pieces of the social media marketing.

The CLF Learning Center has five ministerial interns. Meg is doing weekly theological reflection with the group. These seminarians see us as the cutting edge and a place of important learning. Aaron Stockwell is working with the UUA International office and doing international young adult work. Jerrod Oltmann is our military intern. Lara Campbell is working on the worship team and organizing small groups, Cassi Hartley is also on the worship team and the Quest Editorial Team. Joanna Crawford is in her second year with us and continues to be our Worship Coordinator. They will all do pastoral care, lead classes and monthly themed webinars, learn about budgets and admin, and participate in any new projects that come up.

We are sponsoring a UU Collective of bloggers on Patheos.com. They will post to Patheos from various UU perspectives.

Jeremy Taylor will lead classes in dream group facilitation for us. Phil Lund, UUA District staff, will lead spiritual development group, training trainers to lead more small groups. John Buehrens offered his books to us for use in classes. Galen Guengrich is interested in collaborating with us.

We are developing a marketing strategy that will target our internal communication to UUs and our external communications to the world. We are marketing to the congregations, for example, who will drive UUs to our websites. John Crestwell is starting a new ministry called Alive Ministry. Meg is hoping to work with him once that gets started.

4. Financial Reports and Fundraising – Ken, Lucia, Lorraine

The operating statements show a net deficit to budget through September of \$32,066.78. The staff is deeply concerned about the shortfalls in revenue, particularly in Contributions and Jewelry sales. We will likely have a large deficit at year end.

The Board considered the budget for 2013 which includes a slightly lower expectation for contributions. The budget includes a \$25,000 grant expectation from the Veatch Program of the Shelter Rock congregation in New York. We were invited to submit a proposal due on October 15th and are optimistic that we will get the grant.

There was discussion of the need for monetization of the website. This is the challenge as we move into 2013.

Lucia reported that the September 30, 2012 investments total \$1,858,096.12, up \$30,495.05 from the last quarter.

The annual Board solicitation was led by Stefan and Lucia asked if the Board would participate in creating a challenge fund to raise additional funds for 2012. Board members made their annual pledges and pledges to the challenge fun. They then disbursed to make phone calls to many of CLF's most generous givers, asking them to participate in the challenge fund. They raised enough money through their own gifts and their phone calls to get the challenge fund to nearly \$20,000. We will accept gifts for two weeks and hope to increase that amount to \$30,000. Then the year end solicitation will invite all of our donors to increase their gifts to meet the challenge.

Recess until Saturday AM.

Saturday, October 27th

5. Future Directions and Strategic Goals

There was agreement that we must start a major gifts campaign soon. We should be ready to move quickly when the economy improves. Cultivation of sustained giving is critical. We will add fundraising to Board goals. At the March meeting, Board members will call donors to check in and will write notes to donors as well.

Maria Verven joined the board via teleconference and gave an overview of Search Engine Optimization.

The Board authorized Lucia to go to the Fundraising Committee and encourage the use of board members in cultivation of major givers.

The Board asked to see a staffing plan in March that would fully support the CLF's mission. The staff will present a list of job titles and how the staff would be organized to be most effective, so the Board can have a thoughtful conversation about the future.

6. 2013 Budget

Motion: To approve the 2013 Budget as presented. (Ken/Mark) Approved with one nay.

7. Motion to adjourn – (Brad G./Ken G.) Approved