

STEWARDSHIP TEAM, Unitarian-Universalist Church of Nashua  
ANNUAL REPORT, 2016-2017

The broad purpose of the Stewardship Team is to serve as chief fundraising arm of the church. In June 2016 UUCN adopted the Strategic Plan, a five-year plan setting goals for most of the many teams. Stewardship was not assigned year specific goals, but was given the charge of generating funds to grow the church. We have taken that challenge to heart in the following ways:

- August 2016: Leadership Development held a TEAM JUMP START, kick-off for the year. Each team was asked to answer the following, 'If your team was totally successful in its mission, how might church members describe themselves, using ends statements of Within, Among, Beyond?'

OUR ANSWER: *Within: I have integrated my values and contributions of time, talent, and treasure to the Church. I am proud of my church and feel a sense of ownership and commitment to the mission of the church.*

*Among: Our congregation's sense of abundance allows us to accomplish our mission.*

*Beyond: Sufficient resources to support the chosen outreach plans.*

To achieve this, we decided to offer a series of Stewardship Discussion sessions, and to begin periodic updates to members through our "Stewardship Matters" emails. The Stewardship Matters emails began in September, and continued into May. Our first discussion session was offered in mid-October, but attracted only one congregant. A second session planned for November was bumped by a DFF Search meeting.

- October 29, 2016: Stewardship Team ran the Leadership Development summit. Our focus was the Strategic Plan, referring to that document as blueprint for the work of the teams. We identified our theme for the year, and for the stewardship campaign, as BUILDING TOGETHER. At the summit, attendees built their reimagined footprint of our church, with money no object.
- November, December, January: Met with as many teams as possible to review each team's section of Strategic Plan, encourage Teams to publicize the work and accomplishments
- From September into January work was underway to redesign the Auction. Steve Ladew began to develop an Auction Guide, a living document to guide the efforts of all future auctions. See separate Auction Report by Steve Ladew.

- December, 2016: Decided on major outreach/educational effort of “STEWARDSHIP FEEDS UUCN” events, inviting every member and friend to one of three events, offering food, good company, and conversations about ongoing work of UUCN Teams.
- January 2017: The first public discussion of the BLM project happened at our Jan. 7 supper. At each event we highlighted the accomplishments of several teams, and had special presentations from DFF Search and from BLM working group. Emphasis was 'what we do here matters'. We sent out over 250 invitations, and fed more than 114 people. Childcare was offered, but not used.
- February 2017: Kick-Off of Stewardship Campaign, “Building Together”, using symbol of building blocks. Each pledging unit was invited to add block(s) to our growing Building Together structure, on display in Dining Room each week. Included special “Pledge Sunday” event in Children's Chapel where kids were encouraged to complete pledge of their pledges to attend church school, etc. They too were encouraged to add block to the growing structure.
- March 2017: Official end of campaign, March 4; Phonathon March 12 when members of Stewardship and Board of Trustees made about 60 phone calls to those who had not yet pledged. Late March, thank you celebration in coffee hour, Building Together cakes.
- March, April, May: Continued follow-up of late pledges, Team discussion of overall campaign, strategies, successes.
- May 6: Derby Day Services Auction, first Bid for a Cause item trial. See Steve Ladew's separate Auction Report.
- As of 5/22/2017, Stewardship Campaign: 157 pledges for \$331, 033.
- April, May, June: team discussions on model for future years of campaigns. Stewardship is a year long responsibility, not a six week campaign. Is there a better model for embodiment of that principle? **Stay tuned for future developments.**

#### 2016-17 Stewardship Team Membership:

Harry Purkhiser, Chair, resigned December 2016.\*\* Thank you to Harry for getting us started

Elizabeth Lewis, Co-Chair, Chair (2014-

Steve Ladew, (2016-17; to offer special help as needed; served as co-chair Dec.-June)

Stu Davidson (Spring 2015--June, 2017)

Jess Woods (2015- )

Garvin Warner (2015-)

Jo Ann Kaplan, (Dec. 2016- )

Matt Girouard, ( Nov. 2016-17; to offer special support as needed)

# Annual Auction Report

## *Derby Day, May 6, 2017*

Submitted by Steve Ladew for Annual Meeting, June 4, 2017

### Summary Metrics

- Revenue Raised: \$ 11,450 (est.)
- Attendees: 64 adults and 6 children
- Number of Services Donated: 55

### Key Decisions for this year's auction

Great planning and support team: Co-chairs: Mary Beth Restivo, Jess Woods, Matt Girouard & Mike Wilt

Greater reliance on UUCN website and GDOCs for active planning support

- Attendee registration via the UUCN website
- Volunteer recruitment using "Signup Genius" by link from the UUCN website
- Online recording of donations with the ChurchInfo database

"Services Only" policy made for easier auction planning and generous bidding; **services are social!**

Greater emphasis on fun; Fancy hat contest! Great music and group singing!

Support Social Justice with new High to Low Bidding Process to raise money for the new UU Action NH organization; \$ 1364!

### Recommendations for future auctions

Same date and theme each year: **First Saturday in May, Kentucky Derby**

Maintain four person planning team co-chair members

- Logistics: check-in, check-out, catalog production, accounting, invoicing etc.
- Donations: Solicitation, on-line recording, catalog design and production
- Audience generation: All channels communications, and promotion and messaging
- Event experience: Food, bar, dessert table, services, setup, decorations, music, MCs, games, competitions etc.

Follow planning timelines closely

Maintain long term tracking of metrics to support planning team decision making

Use better language to ensure that children are WELCOME! Say children's party rather than "child care"

Plan for greater involvement of our artist community