



Capital Campaign Executive Team (includes Pledge Drive for 2023-2024) Unitarian Universalist Church of Nashua May 2023

The purpose of the Capital Campaign (CC) Team was to drive participation to receive commitments for the Capital Campaign, and pledges for the annual Stewardship Campaign. The work of the Board and Building Our Vision team brought us to the vote, and then this team's work commenced.

Starting with guidance from our consultant Mark Ewert, and Rev. Allison, our work involved creating the team that would serve in detailed functions to lead to success in our goal of receiving \$2.2M in commitments.

The work began early February. Sub teams were formed: Co-Chairs, Admin, Leadership gifts, General Gifts, Events, and Marketing. We began meeting weekly, and then later twice a week.

The team brainstormed the theme - landing on Investing in Our Vision, a continuation from the 'Building Our Vision'. Marketing team created many materials for use in various ways during the campaign. They created the logo, the brochure, various letters used to send to every member, thank you cards, event invitations and many more.

We followed the Visiting Steward (VS) model, and work began with recruiting as many as possible with the goal of each person being visited. Nine VS were recruited for the Leadership phase, and 17 for the General phase. This process involved our team reaching out to over 100 people. It was frustrating for the team members at times to not have as many yes's as we had hoped, but the VS group we had did an amazing job. To account for not all being able to have a visit, we also had mailings targeted at likely donors, and friends. Kim also had one breakfast event at her house where three people attended.

Visiting Steward (VS) Volunteers: Ellen, Jim, Kim, Harry and Dave worked very hard to obtain the VS volunteers. The VS volunteers were:

Andrew Straussberg
Anne Green
Bill Kennedy
Dan Earley
Dave Hudson
Elizabeth Lewis
Emma Rearick

Jess Woods
Jill Cane
Joan Connacher
Jodie Holway
Kathleen Griffis
Krishna Mangipudi
Larry Guevarra

Laurie Barry
Lee Bory
Peggy Cardone
Robin Trudel
Sharon Machado
Sherri Woolsey

The leadership phase started earlier than the official kickoff, on March 26th. The goal was to set the tone, and to acknowledge the history and involvement of the long standing members. The Events team and the Leadership team organized a Leadership Reception. It was a lovely event, with invitees that included quite a few past presidents, and long-standing members. Carol Houde gave a wonderful speech, and Rev. Allison helped set the stage for a strong start. This set the stage to realize 22 leadership gifts. We began the general phase with over \$1M.

The VS received training, one for each phase. One training was online due to snow! And one was in person with a lovely event organized by the Event team. This was led in a hybrid model with Mark Ewert leading, with physical training materials put together, and sometimes had delivered, by the Leadership and General Gifts leaders.

The campaign officially kicked off on April 16th. Led by the Events team, we had a beautiful kickoff event during coffee hour with food, and a cake with the picture of the church on it. The VS were scheduling meetings with assigned visitors. The CC team leaders were continually communicating with them, with encouragement and at times some nudging.

Each VS received a list of about 4 people each. The goal was to get an in person visit scheduled, with a gentle nudge if they at first did not want one. There were approximately 62 visits within the general phase, and 28 in the leadership phase. If they were unable to make a visit, they would follow up with an email, and if they still hadn't committed, they received a letter in the mail.

The Admin team created the online forms, and processed many rounds of mailings to keep the communication going. Ericka and Rev. Allison tabulated the commitments and pledges coming in and each week the Co-Chairs provided the congregation with an update. One lesson learned was a few times they were tasked with printing/mailing at the last minute, not giving a lot of time for planning. We also utilized google spreadsheets to keep track of all the details, with the pledging/commitment one only viewable to by Ericka and Rev. Allison.

We did a few different creative things each Sunday to keep the communication and momentum up. Each Sunday was a CC status given by Jess and Karen. We focused on how many people had participated, as well as the current total amount that day. Jess also made a quilt board that people could add a square to. Members also volunteered to do testimonials, tied to either their story, or what the changes would mean for them or how they decided how much to give. Amanda Banner, John Lasalle, Laurie Barry and Mary Holland all contributed.

There was a challenge donated by a member to help us increase the participation. If met, we would have an additional \$100,000. This was a great push for many uses in our communication. We met the challenge with 60+ new or increased commitments.

The children also contributed! Together with Sadie they brainstormed how they would want to participate. They organized a lemonade stand! It was a rainy day, so it was held in the dining

room. They sold lemonade and baked goods, all making signs and performing jobs. They raised over \$700 for the campaign.

We closed the official campaign on May 14th, exceeding the goal by just a bit. To have everyone involved in counting our final number, we used beach balls thrown from the balcony and everyone in the pews pushed them all forward to count up. It was a fun way to reveal we had met the goal.

A few days after the close, the Capital Campaign team did a phone-a-thon to call all that hadn't pledged yet, which brought in more commitments and pledges, and was our final attempt before processing the continuation pledges. We called and/or left messages for about 60 people.

As of 27th May - we had a successful total of over \$2.3M including the challenge amount.

Gift Range	# of Gifts	Total	# of Actual	Total Actual
Major Gifts:				
\$200,000 to \$400,000	1	\$400,000	2	\$820,000
\$100,000 to \$199,999	2	\$250,000	4	\$540,000
\$75,000 to \$99,999	2	\$150,000		
\$50,000 to \$74,999	3	\$186,000	3	\$152,000
\$40,000 to \$49,999	3	\$135,000	3	\$126,241
\$30,000 to \$39,999	5	\$175,000	3	\$90,500
\$20,000 to \$29,999	6	\$150,000	8	\$173,259
Subtotal Major Gifts	22	\$1,446,000	23	\$1,902,000.00
General Gifts:				
\$15,000 to \$19,999	8	\$150,000	5	\$79,000
\$10,000 to \$14,999	12	\$150,000	12	\$131,025
\$7,500 to \$9,999	17	\$136,000	4	\$33,500
\$5,000 to \$7,499	20	\$125,000	11	\$60,120
\$1,000 to \$4,999	70	\$177,000	40	\$87,258
Less than \$1,000	many	\$16,000	35	\$10,978
Subtotal General Gifts	127	\$754,000	107	\$401,881
Grand Total	149	\$2,200,000	130	\$2,303,881.47

The pledge drive was also successful, with our goal met with a total on 27th of May of \$375,139.00.

We are honored to have been a part of this historic time in evolving the welcoming, sustainability and accessibility of our campus - Opening Harts, Opening Minds, Opening Doors for Another 200 Years!

Team Members:

Rev. Allison Palm

Mark Ewert (Contractor)

Co-Chairs: Jessica Woods, Karen Murray

Leadership Gifts VS Leads: Ellen Fisher, Jim Bonvouloir

General Gifts VS Leads: Harry Purkhiser, Kim Steele, Dave Price

Marketing Team: Amanda Banner, Tiffany Holmes, Kendra McLeod, Bryan Herring

Admin Team: Ericka LaValley, Matt Girouard

Events: Allyson Jutras, Donna Larue, Joyce Trudel