

Generosity meeting minutes – June 8, 2023

In attendance

Scott Rogers

Jen Holmer

Heather Allen

Rick Blum

Opening prayer

1. 2023 campaign scheduling.

Considering numerous factors, from the liturgical calendar to the need for phone-bank follow-up to the available window between Labor Day and Thanksgiving, the team recommends starting the 2023 annual campaign with messaging on Sunday, Sept 24, leading up to Giving Sunday on Sunday, November 5. We'll follow that with a second soft giving Sunday on November 12, and plan to phone-bank the week of November 13.

G-Force team members need to be present in the lobby following each worship service at both campuses both November 5 and 12. Team member will have envelopes and literature on hand for congregants who need them.

This schedule gives us the following potential Sundays within the campaign

9/24

10/1

10/8

10/15

10/22

10/29

11/5 – Giving Sunday

11/12 – Unannounced 2nd Giving Sunday

G-Force members discussed the following potential video and newsletter themes for the annual campaign:

- **Little Blessings** preschool. Opportunities for GS families, impact on our neighbors and community. Use video taken at recent event.
- **Prime Timers**. Ways in which GS engages and provides opportunities for fellowship, inclusion, and service to our elders.
- **Welcome**. Opportunity to highlight the many upgrades we've made lately to our physical plant in both Madison and Verona in the context of enabling and improving our strategic plan pillar of Welcome.

- **Cars!** A chance to bring together stories of how Holy Cow and the church delivery van enable us to serve our two-campus congregation and bring the Good News into our wider community. We can illustrate the need to replace the van with a comic tone within the context of showing how the van is used to enable two-site worship and to collect and distribute donations etc.
- **Shed.** A chance to connect dry, seemingly uninspiring physical plant needs with the missions and community impact they enable. How is building a shed not about building a shed, but about creating capacity and opportunity to expand and improve the highest-profile missions of our community?

2. Finance update.

Rick Blum shared a May financial dashboard update with the team, and also shared updates and details on the budget savings items we received from the Finance team in May. Giving is on track for 2023, with year-on-year performance improving in May compared to April. We continue to see 4.2% as a minimum goal for increased annual-campaign pledging for 2024.

3. Review May joint meeting with Finance team.

Members discussed the very helpful joint meeting with the Finance team in May. Key takeaways included the 4.2% target for increased giving, ideas & options for annual campaign storytelling, and potential Generosity participation in planning and/or implementing changes to the Foundation's fiscal relationship with GS.

4. Planning annual report.

Members shared ideas for how to frame our annual report to the board and to the congregation, as well as detailed recommendations of accomplishments and goals for the coming campaign and year.

5. Scheduling team meetings.

Members agreed on the following schedule for summer team meetings, each at 7pm.

- Thursday, July 13, tentatively in Madison.
- Thursday, August 10, tentatively in Verona.
- Thursday, September 7, tentatively in Madison.

6. Identified need to determine Generosity's board representative, include that person on team communications & meeting invitations.

Adjourn.