

## Generosity meeting minutes – July 13, 2023, meeting via Zoom

In attendance

Scott Rogers

Heather Allen

Rick Blum

### 1. 2023 campaign scheduling.

In response to feedback from staff & pastors, we'll scale back from originally planned 6 week video program to 4 weeks. This has the benefit of giving us more time to complete production of video and print collateral.

Rick will contact printer(s), establish timeline required to have materials printed for direct mail on 10/6 and 10/30 and bulletin insert on 10/29.

August is our window for producing creative collateral, with goal of review/approval on 9/7.

Scott will circulate updated schedule document, which Rick will also share with Board and pastors/staff.

Team still likes suggested video topics of Little Blessings, Prime Timers, and Welcome (the latter focused on presenting the many improvements to our physical plant in the last two years). Delivery van/shed videos may be redundant with one another thematically, but the idea of connecting material needs with expanded mission service remains relevant. Telling the story of how our delivery van enables and empowers some of our core missions, alongside a comic depiction of how urgently it needs replacing, would be on-theme with this year's message of continuing, growing, and progressing.

### 2. Theme for 2023 campaign.

Team shared visions of themes conveying motion and unity. Togetherness or second-person pronouns. Starting or continuing journeys. Rick advocated for ellipses, a la our 2021 You're Invited ... campaign.

Brainstormed ideas included examples such as

Forward

Forward Together

Moving

On the Move (to)

Take/Taking Off

Let's Go

Get Going ...

Moving Beyond ...

Ready, Set ... (Ready, Set, Go!)

Accelerate

Moving Right Along  
Hit the Road  
On the Road (to) ...

Scott will draft a separate email thread among the team in hopes of settling on a theme in time for it to be subtly seeded into conversation at the annual congregational meeting later this month. Scott will also reach out to Pastor Chris to sound him out and also learn whether there are any planned or potential liturgical themes for late fall/Advent this year.

### 3. Financial update

Rick shared a preview of the 2024 budget to be presented to and voted on by the congregation at our annual meeting. Budget envisions 2.1% increase in giving commitments.

### 4. Team Schedule

Scott suggested that G-Force eschew formal November and December committee meetings in favor of joining with Finance for our week-of-November 13 phone banking to reach out to members who have not yet offered giving commitments, as well as potential early-December thank-you-note writing. Next G-Force meeting dates will be

Thursday, August 10, Verona  
Thursday, September 7, Madison  
Thursday, October 12, Verona  
Thursday, January 11, Madison

### 5. Recruiting

Two components here. First, reestablishing Board representative membership. That should follow quickly after the July 23 Board organizing meeting; if not, then the August 21 regular monthly Board meeting. Scott will plan to attend the August 21 meeting if necessary to make a pitch.

Heather has reached out to two prospects; one made a conflicting commitment to his son's Boy Scout's troop, and the other is still in progress.

Scott will follow up with Raphael Balli, after Jen's initial in-person outreach and a prior email.

Adjourn.