

First Parish UU Beverly, MA	Capital Campaign Committee C3
Date: August 14, 2007	

Facilitator	D. Ballantyne	Scribe	D. Ballantyne meeting #19
--------------------	---------------	---------------	---------------------------

Attendees: August 14, 2007

	Name	Role	Attended	Name	Role
	Duncan Ballantyne	Interim Chair	Y		
	Paul Willenbrock	Chair	Y		
	Meegan O'Neill	member	N		
	Georgina Keefe-Feldman	member	N		
	Danni Simon	Member	Y		
	Bob Wilks	Member	Y		
	James Mitchell	Member	N		
	Jack Reilly	Member	Y		

Meeting Agenda: September 11, 2007

1. Introduction – Opening.	Dunc	
2. Update results of pledging visits to Parish Board members, Parish Council members and FPC staff members.	Danni	
3. Plan order of service for Capitol Campaign Sunday (September 23)	Danni and Dunc	
4. Formation of Community Support Subcommittee.	Georgina	
5. Formation of Grants / Foundations Subcommittee.	Meegan	
6. Date for next meeting and wrap-up.	Dunc	

Minutes of Meeting: August 14, 2007

C3 meeting #21 took place from 7:30-9:00pm on August 14, 2007 at the church.

The following are the key points and decisions made at that meeting

- Committee members reported on the results of their visits to additional Parish Board, Parish Council, and FPC staff members. Those additional pledges amounted to a total of \$175,240 from 21 members.
- Identified the following Parish Board members, Parish Council members, and FPC staff members to be approached for a pledge by September 11 and the C3 members who would approach them:
 - **Jack:** Wilson, Gorman/Thompson, Grassin, Williams
 - **Danni:** Menezes.
 - **Bob:** Constantino, Scott, Southwick (with Sylvia), Wainwright, Loring (with Dunc).
 - **Paul:** Sweet.
 - **Dunc:** Favazza, O'Brien
- Jack Reilly suggested that canvassers stress 100% participation when canvassing, even if it means a token pledge. A 100% participation rate will be useful when asking for community support.
- Danni confirmed that September 23rd has been designated Capital Campaign Sunday
- Committee members discussed ideas for the Capital Campaign Sunday service.
- Dunc will contact Georgina to ask her to review survey notes to identify people who volunteered to participate in the Capital Campaign.
- The following individuals were identified as potential canvassers:
 - Jen Flynn
 - Jay or Gina Coburn

First Parish UU Beverly, MA	Capital Campaign Committee C3
Date: August 14, 2007	

- Nat Carpenter or Stephanie Gay
- Maureen Driscoll
- Mickey Ratte.
-

Summer Goal:

To have by September at least \$200,000 in Capital Campaign pledges with the pledgers paying out the 1/3 of pledge by 12/31/07 and remaining amount over a 3 year period

Suggested order of “ask” (1) C3, (2) Parish Board (3) Heads of Parish Council, (4) Church staff and (5) major donors

Task

owner Danni and Dunc

A. Oversee and organize Quiet phase

- phone script
- ask script and folder (all inserts)—**Jack Reilly** to develop Ask Script
- organize ask training
- expand ask group
- keep track of pledge cards and regularly report on amounts

-asks Charlie Gerrior’ to coordinate a session on giving: IRA, Life Insurance, Wills –Georgina to coordinate

B. Phase 1 projects

owner James Mitchell

- clearly articulate Phase 1 projects
- articulate costs of project
- Justification of project costs
- start-up time for phase 1 project and basis for start-up
- coordination with finance committee for funding
- phase 11 and phase 111 roll out

C. Naming and recognition

Owner Bob Wilks

- purchase book for entry of every name that gives to campaign
- Purchase honor roll of givers- determines placement for giving. Responsible for maintaining honor roll
- determines naming opportunities for phase 1, 11, 111

D. Generating a positive community response to the campaign

Owner Georgina Keefe Feldman

- develops overall strategy; recruits congregation members to carry out
- follows up with Mayor Scanlon, Paul Guanci (President of City Council) Jack Goode, (VP of BSB), Stephen Hall, Beverly Historical Society and Susan Mueller (Director of Chamber of Commerce
- Follows up on list of people provided by Mayor Scanlon

E. Obtaining Grant and Foundation support for the Capital Campaign

Owner Meegan O’Neil

- Oversees total Grant/Foundation effort
- recruits committee members to research, write, and review grants/ foundation
- pursues grants from the Essex National Heritage Commission and National Trust for Historic Preservation
- pursues UU Woburn Grant
- pursues all foundation hits found by Stephen Hall Director of Beverly Historical Society and Paul Willenbrock
- actively works with Mary Grant- Beverly State Rep to see if the extent Budget support is available through various state agencies

F. Capital campaign timeline

Owner: Meegan O’Neil

- Owns the timelines and makes sure all essential parts of a campaign are included and accomplished in a timely manner
- treats timeline as standing agenda item and regularly reports at meeting

Other:

Need someone to take minutes TBA

First Parish UU Beverly, MA	Capital Campaign Committee C3
Date: August 14, 2007	

- View from Pew ---Danni and Dunc to deliver jointly at the last church Sunday in June
-
- Bob Wilks to coordinate with James Mitchell on final listing of Naming opportunities in Phase 1 and make final recommendations to the C3
 - Dunc introduced themes for Campaign-both internal and external. The following themes were approved.
 Internal theme: "Spiritual Home of Mine, I'm Going to Make it Shine"
 External theme: "First Parish Church: Let's make a Beverly Landmark Shine"
 - Internal theme is now included on Capital Campaign pledge card –presented and finalized by Danni

	Feasibility Study				Georgina K.
	Selection of Architect				James M.
	Framework for Naming				Bob W.
	Grant funding and Capital Campaign Ways of Giving to church Capital Campaign Globe article on giving Draft Communication Plan				Paul W. Jack R. Danni S. Danni S.

Action Items - Closed					
#	Description	Assigned	Closed	Status	Owner
1	Co-ordinate all gifts to the campaign	Danni S.	October	In place	Danni S.
2	Architect recommended to Parish Board LDA architects	James M.	November	done	James M.
3	Create Feasibility study letter	Danni S.	January	Done	Danni S.
4	Mail Feasibility study letter	Paul W	January	Done	Paul W.
5	Finalize Phone Script	Danni S.	February	Done	Danni S.
6	Finalize Feasibility Study Questions	James M. Georgina	February April	Done	James M. Georgina
7	Preliminary Feasibility Study Report			Done	
8	Projected amount to be raised for Phase 1 \$450K from all sources	All	April	Done	All
9	Decided to have a special book for all contributions and a flexible giving honor roll that allowed givers to move up rungs as amount of gifts increased	Bob/Meegan	April	Done	Bob/Meegan
10	Final Feasibility Study Report distributed	Georgina	May	Done	Georgina
11	"Ask amount" spreadsheet completed by Meegan and reviewed at the May 17 meeting by C3	Meegan	May	Done	All