

Special Fundraising Policies & Procedures

Background & Purpose: Prior to 1997, the CCC Constitution did not permit any fundraising outside of the unified budget (other than for denominational initiatives). In that year, as a result of the CCC Self-Study, the congregation amended the CCC Constitution to provide that “(t)he Executive Council may authorize occasional special fundraising efforts for particular projects or purposes of the church” (Article XVI, Sec. 1(h)). In subsequent years, the Council acted on a number of such proposals but increasingly found the process to be very time-consuming. As a consequence, in November, 2006, the Council created a Fundraising Review Subcommittee to review requests for, and make determination on, fundraising activities. The subcommittee is chaired by the moderator-elect and has two additional members of the Executive Committee.

In 2015, the Fundraising Review Subcommittee undertook a review of the policies and processes and reported to the Executive Council with its recommendations, which were adopted by the Council at its November 2015 meeting.

Definitions:

Unified Budget: This concept means that CCC’s annual budget has two components: operating funds and mission funds. Members make pledges to the Unified Budget and approve a budget that covers the operating costs of the church as well as provides funds for the Board for Social Witness to apply to specific missions.

A free-will offering is intended to cover the costs of an event (an honorarium as well as other costs). Example: Days of Simplicity free-will offerings cover operating supplies, (e.g., napkins, bowls, cups, spoons) as well as providing a small honorarium for performing artists.

A fundraiser is an event that raises money or collects tangible items to support a specific purpose. Examples: Diaper Bank, Mitten Tree, Food Pantry

Policies:

- Organizations and groups may sponsor one appeal per quarter of the calendar year (i.e., 4 per year). Should appropriate appeals (e.g., Thanksgiving and Christmas baskets) occur within the same quarter, the Fundraising Review Subcommittee may authorize an exception as long as the total number of appeals for the same beneficiary within a calendar year does not exceed four.
- Typically, the number of events occurring in one quarter will not exceed 3-4. However, the Fundraising Review Subcommittee has the flexibility and discretion to approve one-time or occasional events (1) that benefit the church directly and/or (2) have a direct connection to a church mission or project. Examples: Christmas ornaments (Stewardship & Building Fund) and SERRV sale in Advent (Youth mission trip; CCC’s commitment to Fair Trade)
- When evaluating requests, the Fundraising Review Subcommittee considers the 12-month fundraising calendar, the annual stewardship campaign and any other anticipated CCC & UCC appeals.

- An organization's or project's connection to the United Church of Christ and its affiliates (Central Atlantic Conference/Potomac Association) carries weight for flexible determinations of exceptions to policy.
- Any proposal from an organization to solicit the congregation directly for money for mission outside the Unified Budget will not be approved.
- Organizations receiving discretionary mission funds from the Board for Social Witness may work with that board on other avenues for seeking funds from within the church. For example, an organization could ask the Board for Social Witness to work with the Board for Christian Education in making an appeal to church school children for a distribution from the children's offering.
- Disaster-related appeals must have a UCC connection and the appeal must provide information to members on how/where to donate. Such appeals will be coordinated with the Board for Social Witness and do not need approval from the Executive Council's Fundraising Review Subcommittee.
- CCC staff, boards, committees, and other church-sponsored groups hosting an event may solicit a free-will offering with the intent of covering the costs of the event and with the understanding that CCC's commitment to "extravagant welcome" means individuals are welcome to attend and participate regardless of whether they contribute to a free-will offering. Should the offering exceed the event's costs, the organizers may determine how the excess will be distributed (*for example*, making a donation to an event-related cause or outside organization).
- This policy shall be on file in the church office, which is also responsible for maintaining a file of Special Fundraising applications/policies, and is available on request from any member. It will also be given to the Senior Minister, Moderator and Moderator-Elect and provided to new ministry/program staff as part of their initial orientation.

Processes:

Annual Renewal: By October 1, every year, boards/committees must provide their fundraising plans for the coming year in writing to the Moderator-Elect who will convene the EC's Special Fundraising Committee for a review.

Rationale: The subcommittee determined that an annual renewal process would (1) contribute to calendar planning by evening out events throughout the year, thus maximizing the potential to attract the congregation's participation; (2) protect the Unified Budget; (3) help boards and committees focus on what they plan to do during the program year; (4) enable the subcommittee to more easily consider the entire calendar year when reviewing applications for special fundraising.

An annual renewal request does not require redoing the form unless something changed (example, POC). If there are no changes, the requestor may simply reference the original form.

Reporting requirements: Following a fundraising event, the sponsoring group must provide to the congregation via *e-NewsNotes* (and other communications media, if desired) a description of (1) how much was collected, (2) what the funds or tangible

items were, or will be, used for, and (3) any long-term goals or strategies for the project (*e.g.*, what youth are planning for a mission trip). For ongoing collections, such as St. Luke's Pantry and the Diaper Bank, the sponsoring individual/group must include a complete and accurate report to the congregation through internal church communications at least twice annually. All sponsoring groups must include an annual accounting under the Board for Social Witness section in the church's annual report.

Subcommittee Recommendations adopted by the Council:

1. *Board for Social Witness* – The Subcommittee recommends an ongoing and enhanced role for the Board in working with mission-related proposal that are important to and supported by individuals and small groups. The Subcommittee suggests BSW:

- a. approve any disaster-related appeals suggested by the congregation to promote internal communication and coordination;
- b. develop its own criteria for reviewing requests related to mission;
- c. be the primary contact for individuals and groups seeking guidance and support in developing appropriate mission-related projects.

The Board for Social Witness' evaluation and decisions should reflect knowledge of the church: special funds (*e.g.*, Kromer Fund, Ruth Richardson Scholarship Fund, etc.), memorial funds; awareness of the church calendar and use of building; potential impact on CCC's Unified Budget philosophy; any impact on existing programs and staffing; and coordination with other appropriate boards and committees.

2. *Roles:*

- a. *What is the role of Senior Minister?* (1) Make sure all ministerial and program staff are aware of the policy and how to implement it. (2) Listen to members' requests and refer members appropriately for further guidance and review.
- b. *What is the role of a board?* Support members' desire to witness for causes and people by helping them think through their proposal – one-stop source of knowledge and assistance in developing a well-thought-out proposal that has a chance of success. Example: former member proposed establishing a garden on church grounds to grow fresh vegetables for Shepherd's Table. Under this policy, the member would be advised to take the proposal to BSW (because it's mission). BSW needs to determine who else needs to be consulted (*e.g.*, Church Administrator and Trustees; possibly CE (requestor hoped to involve church school children) and work with requestor to involve appropriate stakeholders. Goal: support peoples' passions within the mission, ministry and values of CCC without entangling them in CCC bureaucracy.

3. *Use of Special and Memorial Funds* -- The Subcommittee recommends:

- a. The Board of Deacons and the Board of Trustees review current policies and procedures related to the approval and distribution of Memorial Funds and prepare recommendations regarding the establishment of

policy and procedures and the regular (at least annually) communication of same. These recommendations should be presented to the congregation for its consideration not later than the annual meeting in June 2016 with a comment period available prior to the annual meeting.

- b. The Planned Giving Committee should be required to communicate regularly with the congregation (at least annually) on opportunities for making gifts to the various memorial and special funds established in memory of CCC members and to be used for a specific purpose (Music Memorial, Ruth Richardson Scholarship, Kromer Fund, Richard Brown Fund, etc.). The Planned Giving Committee, in cooperation with the Board of Trustees, should prepare a document describing these funds and how to request their use to all appropriate incoming board chairs (*e.g.*, Christian Education, Deacons, Social Witness, and Stewardship) on an annual basis.
4. *Solicitation of cash gifts for departing staff*: This CCC tradition is a Moderator responsibility. Procedures: (1) Moderator seeks concurrence from the Executive Council (relieves Moderator of sole responsibility) to solicit for a cash gift; (2) extends an invitation to church members*; (3) collects the funds and gives them to the Financial Secretary for depositing; (4) requests a check from the Assistant Treasurer. *The invitation must include the following information: (a) checks & cash are given to and **payable to** the Moderator (because the Treasurer has advised that CCC, as a non-profit, cannot be giving a cash gift and therefore individual's gifts cannot be given to or payable to the church; and (b) gifts are not tax-deductible – no receipts will be provided.
5. *Sanctuary Committee*: For many years (more than 30), the Committee solicits donations for seasonal (Easter & Christmas) plants to decorate the church and to be distributed through the Board of Deacons to church members. Most of an individual's donation covers the cost of a plant. Small profit (about \$1-\$2 per plant) enables the Sanctuary Committee to purchase floral supplies without support from the operating budget. Sometime within the past 15 years, the Committee gave the Trustees the option of removing its \$100 line item in CCC's annual operating budget because the Committee is able to self-fund, and the Trustees subsequently have not included an amount in the proposed budget. The Fundraising Review Subcommittee recommends this practice be continued.