

Report to the Board
Lisa Kielt
Director of Development
March 2009
20 hours per week

A little over two years in for me, it continues to be a thrill and a pleasure to work with the CLF team. Thanks go to staff and the Board for your unfailing dedication, kindness and generosity to the CLF and to me.

It is a rough economy indeed. It remains an immense personal disappointment that ambitious but seemingly reasonable 2008 fundraising goals were not met. Contributions in 2008 did, at least, hold steady (almost to the penny) at the same enhanced levels 2007 brought to bear. Moving forward-- the never ending quest to bring in sustainable revenue.

Some of my work involves:

- Developing and implementing member contribution efforts.
- Working with individual CLF members in response to their inquiries, ranging from planned giving or gifts of securities questions, to giving statement questions or fundraising opportunity suggestions.
- Exploring and implementing “new” funding opportunities—such as the renewed Second Collection initiative or the Amazon.com Affiliates Program.
- Ensuring regular and consistent fundraising messaging to the CLF membership.
- Working with the Board on the identification and cultivation of select prospects, with an upcoming emphasis on securing Second Collection proceeds from UU congregations.
- Managing the CLF’s ‘Giving’ pages web content.
- Maintaining the integrity of the CLF’s member and fundraising database.
- Providing fundraising analysis allowing for better fundraising strategic planning.
- Ensuring CLF compliance with IRS mandates and rulings, including donor substantiation, gifts of securities and marketing special giving initiatives such as IRA giving.

There is no question that the CLF has a unique and compelling mission. The challenge is to maximize the CLF brand to leverage fundraising in numerous, new and different ways. Sustaining CLF’s rich history and expanding its outreach can only be accomplished through increased monetary support. Meanwhile, for 2009, I think we all hope for a renewed worldwide economy and the continued generosity of all of those who help to fund this unique gem of a church.