

**DIRECTOR OF DEVELOPMENT & COMMUNICATIONS**  
**FY2019-2020**  
**REPORT**

During this past year the Development and Communications team continued to focus time and effort in two vital areas. The first, was growing revenue through donations to the National Association of Congregations Christian Churches (NACCC) and the Congregational Foundation (CF) through various fundraising appeals. Second, was to increase and improve the various types of communications to member churches, leadership, volunteers, and donors. Below are highlights of our work:

**100% Giving from Steadfast Leadership-** Board of Directors, Leadership Council, Ministry Councils, and Congregational Foundation-Board of Governors, not only gave significantly of their time, but all members gave a financial contribution to the NACCC Shared Ministry Fund. Their generosity clearly demonstrated to our donors, (including our member churches), their commitment to the strategic direction and work of the NACCC. We sincerely thank our leadership for their dedication and monetary support to the Association and Congregational Foundation.

**Increased Giving-** Donations made from NACCC member churches and individuals to the NACCC Shared Ministries Fund came close to or exceeded budgeted projections, and showed an increase as compared to the year prior. Donations made to the Shared Ministries Fund is a key revenue source for the numerous services provided by staff to our churches, the *Congregationalist*, the International and National Missions program, and the Annual Meeting and Conference. Planned gifts, bequests and Endowment donations, from committed, generous individuals to the Congregational Foundation, also showed a positive upswing.

**Improved Communications-** We increased our reach to various audiences and made improvements to numerous NACCC and CF communications vehicles. Member churches, donors, leadership, and stakeholders will find valuable and up to date information, financial opportunities, announcements, and church related materials on the NACCC website, Facebook page, and in the semimonthly NACCC e-News. Brochures such as; The Case for Support, the Congregational Investment Trust, and The Hurting Church Fund, were created and updated providing member churches with a clearer understanding of available resources, services, and financial support. Specific progress was made by the Website task team, whose goal was to review the current NACCC website, determine future direction, and secure an outside design team to complete the future work on the new site.

As the Director of Development and Communications of the NACCC and Congregational Foundation along with Tracy Bernhardt, Development and Communications Assistant, we want to thank you for the opportunity you've given us to work with the many volunteers and leadership over this past year.

Blessings,

*Debra Fulton*

Debra K. Fulton  
Director of Development and Communications  
National Association of Congregational Christian Churches  
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