

DIRECTOR OF DEVELOPMENT & COMMUNICATIONS
REPORT-FY2020-2021

The Development and Communications team is committed to serving both the National Association of Congregational Christian Churches (NACCC) and the Congregational Foundation through its fundraising, communications, and marketing efforts. This year not only did we continue our work to increase revenue through donations and improve upon overall communication to our many constituents, but we were responsible for the planning, oversight, and construction of a new NACCC website. Highlights of our work follow.

100% Giving from Faithful Leadership- Members of the Board of Directors, Leadership Council, Ministry Councils, and the Congregational Foundation, Board of Governors, not only gave significantly of their time, but they all made a financial contribution in support of the NACCC Shared Ministry Fund. Their generosity clearly demonstrates their commitment and dedication to the work of the NACCC. We sincerely thank our leadership for all that they do for the NACCC and Congregational Foundation.

Increased Giving from Individuals- Overall donations received from individuals to the NACCC Shared Ministry Fund not only exceeded budgeted projections by \$20,000, but contributions increased by over \$12,000 from last fiscal year giving. Financial support to this operational Fund is a crucial revenue source because it provides the funding for the numerous services and activities generated by staff to our churches, Ministry Councils, The Congregationalist, the Congregational Foundation, the Center for Congregational Leadership, and the Annual Meeting and Conference.

New Website-After two years of dedicated conversation among leadership and staff, financial analysis, assessment of survey results received from leadership and members, and comprehensive work by the website task team, the NACCC development staff moved forward with the creation phase of a new website. Over the past year the development staff spent extensive time working with OCreative, the website design company hired to provide the NA with professional guidance, planning, copy, and design for this project. Launched in April 2021, the new website provides visitors with an appealing, simpler, and more efficient way to learn about the NACCC, its history, Congregationalism, and our various NACCC services, and resources.

Improved Communications- Valuable new and up to date information concerning financial opportunities, NACCC resources and services, webinar opportunities, virtual meetings, and new church resources and materials were posted and promoted on the NACCC website, Facebook groups and page, and highlighted in the semimonthly e-News. Brochures such as The Congregational Investment Trust, The Hurting Church Fund, and Lay Ministry Training Program and Course Catalog were updated, created, and disseminated providing member churches with a clearer understanding of how the NACCC can support them.

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 have given us to work with the many volunteers and leadership over this past year.

Debra Fulton

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