

DIRECTOR OF DEVELOPMENT & COMMUNICATIONS REPORT **Fiscal Year 2022**

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 we continued our focus on securing donations from member churches and individuals and making improvements and enhancing the overall communication to our many constituents.

We kicked off the 2022 fiscal year by launching a new award winning NACCC Website. Significant time went into ensuring the operation and functionality of the site. Our new site gave us the flexibility to make improvements to the way in which we promoted and registered for NACCC workshops, webinars, Lay Ministry Training Program classes, Youth Conference, Convocation, and the Annual Meeting and Conference. Visitors to the site saw the most up to date information and were provided with a quick and easy way for online registration. In February, the team introduced the “NACCC Member Forum” which resides on our website. The Forum creates a unique place for churches and their congregations to come together and share information and experiences while also learning from one another. Equally important was updating and making improvements to the existing communication pieces disseminated to our member churches, donors, and stakeholders.

Your leadership, which includes the members of the Board of Directors, Leadership Council, Ministry Councils, and the Congregational Foundation/Board of Governors, for the fourth straight year, all made a financial contribution to the NACCC Shared Ministries Fund. Their commitment and monetary support send a positive message to donors who look to our leadership and their giving percentage as a gage for the dedication and overall health of the Association.

Individual gifts to the NACCC Shared Ministries Fund (SMF) were slightly lower than last year, but exceeded budget expectations, while a higher percentage of our member churches (88%) made their annual membership contribution to SMF. Financial support to the operating fund of the organization is critical. These revenue sources provide the financial support needed to continue and improve services and extend financial support to our member churches and their congregations.

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 your donations. We also want to express our appreciation for the opportunity to work so closely with the Association’s many volunteers and staff.

Debra Fulton

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