

# Build UUSC membership and financial support

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As UUSC's membership grows, so does our ability to make a difference in the world. Throughout the year, we work to recruit new members, help members renew, and inform and involve the UU community about our programs.

The following will introduce you to your role in **building the strong membership base and financial support that make our human rights work possible.**

## Primary project

**Guest at Your Table.** As discussed earlier in this handbook, Guest at Your Table is one of the most important membership and fund raising projects all year for UUSC. In addition to the information in this handbook, UUSC will send you additional information in the fall to you help organize a successful program in your congregation.

## Additional opportunities

**Your own membership efforts.** Most local reps actively build their congregation's UUSC membership base throughout the year. They do so in many ways. You can choose which of these you would like to work on yourself, which you would like to work on with a co-local rep, or which you would like to enlist congregants to help with.

**Run a UUSC table.** See the tips for doing this, on page four of this handbook.

**Run your own telemarketing campaign.** Many local reps have found that making personal calls to congregants whose UUSC memberships have expired can be the best way to keep their UUSC membership base strong and active. Before you get started, contact your regional coordinator or, if you don't have one, contact [volunteerservices@uusc.org](mailto:volunteerservices@uusc.org) for help.

**Run your own direct mail campaign.** Sending personalized letters to each member of your congregation can also be a very effective way of building membership. When crafting your letter, be sure to communicate clearly what UUSC is, what UUSC does, and why UUSC membership is important. Sharing your own personal reasons for being involved with UUSC will make your letter much more effective. And be sure to include a UUSC membership business reply envelope with each letter. You can order them and other resources online at [www.uusc.org](http://www.uusc.org).

UUSC runs telemarketing and direct mail campaigns throughout the year. We will keep local reps updated on when these campaigns happens so that you can plan your activities to complement ours.

## Membership development tips for success

In addition to the core projects introduced in this handbook, local reps in congregations across the country have found the following tips to be effective. More information about each of these can be found online at [www.uusc.org/volunteernetwork](http://www.uusc.org/volunteernetwork).

**Set goals** for yourself and your congregation. UUSC's congregational awards for membership and giving can be great for this. Learn more online or in this handbook.

**Make sure gifts are sent** to UUSC in a timely manner so that they can be counted toward membership in the same fiscal year.

**Review the UUSC member/supporter lists** sent to you throughout the year to follow up with people whose membership will soon expire or has recently expired. And help ensure the information UUSC has is correct by sending corrections to [volunteerservices@uusc.org](mailto:volunteerservices@uusc.org).

**Be an example.** As a UUSC local rep, you are an example of commitment to justice and UU principles. It is a lot easier to ask others to join UUSC when you are a member. This is why each local rep is expected to keep their UUSC membership up to date.

**Explain why you choose to support UUSC.** When people ask you what UUSC is and what it does, they are really asking you to tell them why you personally are a UUSC member and why you have chosen to give to UUSC. Explain why UUSC is a great organization that puts UU values into practice for human rights.

**Ask people to join.** A personal letter from someone within the congregation can reinforce the messages members receive from UUSC. Send a mailing once a year to all of your congregation's members urging them to put their belief in UU principles into action by becoming UUSC members. The letter might come from you, your minister, social action committee chair, or board president (or a combination).

Addressing the letter by hand and using stamps rather than bulk mail postage paid, will personalize the mailing and make people more likely to open it. Signing it by hand will also help. And consider taking the time to write notes to members you know well or who are longtime UUSC supporters.

Include a UUSC membership envelope with each letter, and consider including a UUSC fact sheet. You can order both free of charge online at [www.uusc.org](http://www.uusc.org).

If you'd like to be sure you've got the most current information, you can contact [volunteerservices@uusc.org](mailto:volunteerservices@uusc.org) to request an additional list of your congregation's UUSC members and supporters.

**Inspire your members with information and action.** In order to build membership and inspire commitment to our human rights work, teach congregants of all ages about UUSC and its role in their faith. Organize participation in UUSC actions to strengthen commitment and connection.

**Make it something special.** Make becoming or renewing membership special for members of your congregation. **You can:**

- Thank new and renewing members.
- Celebrate UUSC membership as a commitment to our world and to UU principles.
- Recognize UUSC members during a worship service.
- With permission, print the names of UUSC members in orders of service or newsletters.
- Create an eye-catching poster listing your UUSC members for all in the church to see and celebrate.

**Help the congregation make a commitment to UUSC together** and be honored by UUSC at the same time! A budgeted donation is a great way for the congregation as a whole to make a commitment to UUSC and our shared principles. Submit to your church board a budget request to give to UUSC through a church budget line-item of a specific amount. See the pages in this handbook on UUSC's congregational awards, or visit us online, for information about qualifying gifts.

When sending in any congregational gift, please clearly note the nature of the gift (i.e., line-item budget donation) and send it in time to be counted toward the correct fiscal year.

## **UUSC merchandise**

UUSC offers merchandise for direct sale or consignment online at [www.uusc.org/store](http://www.uusc.org/store). You can order merchandise on a consignment basis to sell at special events like alternative gift fairs during the holiday season, UUA district meetings, and others.

Ordering your merchandise on a consignment basis means that you do not pay for the merchandise in advance. You simply submit all payments for sold items, and any unsold items, within one month following your sale. You will receive additional instructions with your order.

UUSC merchandise purchases do not count toward membership – yet another reason to always have plenty of UUSC brochures and membership envelopes on hand!

## **UUSC holiday cards**

UUSC offers holiday cards for sale each year. The designs and greetings written inside are fitting for UU holiday celebrations.

Selling UUSC holiday cards is a simple way to involve your congregation in social justice, and can be a great way to supplement your Guest at Your Table program. The proceeds from holiday card purchases strengthen UUSC's work. By helping to sell these cards, you've helped your congregation support UUSC programs while helping your family and friends spread the UU message of peace and compassion.

UUSC will send you a colorful flyer with pictures and descriptions of each card, an order form and business reply envelope, and all the information you'll need to coordinate card sales in your congregation.