

Instant UUSC membership campaign

Dear UUSC Local Representative,

You know how important membership is to your favorite human-rights organization. We thank you for all that you do to help build membership and increase our capacity to change the world.

This packet has been created to help you easily build a UUSC membership campaign for your congregation. You might use these resources in conjunction with your **Guest at Your Table** or **Justice Sunday** program or at another time in your congregation cycle.

Please contact your UUSC volunteer regional coordinator for assistance in planning and implementing your campaign. Or contact me directly at 617-301-4307 or volunteerservices@uusc.org.

Sincerely,

A handwritten signature in black ink that reads "Rachel Jordan". The signature is written in a cursive, flowing style.

Rachel Jordan
Senior Associate, Membership Development

Easy steps to building UUSC membership

You've decided that it's important to you and your congregation to strengthen your commitment to UUSC membership. You've signed up to be a UUSC local rep. Now how do you get started? UUSC is here to help!

1) Get informed

- a) Make sure you're up-to-date on UUSC's current programs and partners.
- b) Review the materials available to you, such as membership envelopes and brochures.

You'll find everything online at www.uusc.org and www.uusc.org/volunteernetwork!

2) Set your goals

- a) Review both your congregational giving report and updated members and supporters listing so that you know where you're starting from. (You can request these by e-mailing volunteerservices@uusc.org.)
- b) Decide on your desired outcomes for this campaign. You might want to recruit a certain number of new members, ensure that a certain number of existing members renew, or increase your congregation's UUSC membership by a specific percentage.

3) Identify and recruit primary partners and key allies

Your congregation is a community with multiple leaders in different roles. Your campaign will be more successful if you involve the right people in the right way.

- a) Your **primary partners** are people who will help you design and implement your campaign. These should be your congregation's "movers and shakers," including anyone who would need to be involved in decisions that will have a major impact on your campaign.
- b) Your **key allies** are people who will be supportive of your campaign and might take on limited responsibilities, such as speaking to a small gathering or helping stuff envelopes.
- c) Some potential key allies and primary partners are:
 - Ministers
 - Social action leadership members
 - Religious education leadership members
 - Denominational affairs group members
 - UUSC members
 - UUSC JustWorks and JustJourneys alumni

4) Design your campaign

- a) Get together with your primary partners to design your campaign, then communicate key points to your key allies and get their feedback.
- b) Determine start and end dates.
- c) Plan and schedule major activities.
- d) Decide through which of the following areas of your congregation's spiritual life you will reach new members.
 - Worship service
 - Special events for UUSC members
 - New member orientation classes
 - Newsletter, website, bulletin
 - Youth groups
 - Mailing to congregants
 - Social action council (or similar body)
 - Adult religious education
 - Hosted table following worship services
 - Covenant group

5) Implement your campaign

- a) Work with your key allies to implement each activity in your campaign design.
- b) Gather regularly with your primary partners to gauge your progress and make any needed changes to your plan.

6) Celebrate!

- a) Keep track of successes along the way (no matter how small they may seem) and celebrate them as well as the people who are helping to make them happen.

- b) At the end of your campaign, e-mail UUSC at volunteerservices@uusc.org to get official data on your congregation's new members and supporters and celebrate your overall success!
- If your congregation receives a [Banner Society honor](#) for its level of UUSC membership, present the award during worship and display it prominently.
 - Honor your congregation's UUSC members at a special event or by listing their names in a church publication or prominent location in the church.
 - Celebrate and thank your primary partners and key allies in ways that best suit them.

Tips for incorporating a mailing into your campaign

Tailor your mailing to engage different parts of your community and meet your campaign goals.

Consider segmenting your mailing, sending different letters to different groups of people. Some examples include congregants who:

- are UUSC members,
- were recently UUSC members, but whose memberships have lapsed, or
- have never given to UUSC or have not given for a specific number of years (i.e., two or more).

Consider how you could personalize your letter. You might:

- Feature a person's story related to an issue that your congregation is particularly active in.
- Share why UUSC is important to you.
- Encourage congregants to help the congregation reach a specific level of UUSC membership and thereby earn the honor of a particular [UUSC Banner Society award](#).

You'll find sample membership letters on the following pages, which you can adapt to your own use.

You are encouraged to send your letter(s) to volunteerservices@uusc.org for feedback before your mailing.

Be specific about UUSC's work. There are key points to highlight.

- Give an overview of UUSC's [four program areas](#): [Civil Liberties](#), [Economic Justice](#), [Environmental Justice](#), and [Rights in Humanitarian Crises](#).
- Share a story about a person whose life has been affected by UUSC and its partners. You can find stories in *Rights Now* and [Guest at Your Table](#) materials, as well as online at www.uusc.org/volunteernetwork.

When preparing your mailing, consider these extra touches:

- Handwrite recipient addresses. (You can gather volunteer helpers for this!)
- Carefully select an attractive or meaningful postage stamp.
- Use your own letterhead and envelopes.
- Include a UUSC brochure or fact sheet with each letter.

Always include a UUSC membership envelope with each letter.

Sally Sample, UUSC Local Rep (1234)
12 Sample Street
Sample, SM 01234

Dear Sally,

I am inviting you to **join me on the front lines of human-rights struggles worldwide**. As a member of the Unitarian Universalist Service Committee (UUSC), I put my values into practice by providing vital support for UUSC's work to advance social justice throughout the world.

UUSC stands apart from so many organizations doing good and important work because they are **partnering** with real people throughout the world *and* **mobilizing** scores of thousands of members to advance human rights and social justice. And their work is **grounded in our shared UU principles**.

As Unitarian Universalists, we share a commitment to the UU principles of justice, compassion, and peace, including:

- The inherent worth and dignity of every person;
- Justice, equity, and compassion in human relations;
- The goal of world community with peace, liberty, and justice for all;
- Respect for the interdependent web of all existence of which we are a part.

With membership support, UUSC puts these principles into action around the world.

With strength in numbers, UUSC can change the world if you join us. And this year, membership can do even more for you.

When you **join or renew your membership at the \$100 level** by June 30, 2008, not only will your gift be eligible to be doubled by the UU Congregation at Shelter Rock, you will be entered in a **raffle for a spot for yourself or a loved one on a 2008-2009 JustJourney!** The winner will just be responsible for getting to the JustJourney. JustJourneys are unique educational travel experiences that focus on human-rights and social-justice issues. Participants meet UUSC program partners and other human-rights defenders to become more inspired, informed, and effective human-rights activists.

And any student or youth who joins or renews at the special \$10 student and youth membership rate by June 30, 2008, will be entered in raffle for a spot on a 2008-2009 JustWorks camp! The winner will just be responsible for getting to the camp. JustWorks camps are short-term projects that help volunteers examine and understand the causes and damaging effects of injustice by working directly with people in U.S. communities and experiencing social-justice struggles firsthand.

Because **UUSC is an independent** nonprofit organization receiving no funds from the UUA or the federal government, **it relies on the support of members like you and me to make its important work possible.** I take heart in knowing that together with program partners in the United States and around the world I am part of the moral force through which UUSC is helping create a more just and peaceful world.

Join me and UUSC! Become a member or renew your membership today using the enclosed envelope or by joining online at www.uusc.org. Or become a **First Responder** at www.uusc.org by scheduling monthly donations that provide UUSC with an ongoing, reliable source of support throughout the year, enabling a swift response during an emergency crisis where human rights are at stake.

In peace and justice,

Jim Sample, UUSC Local Rep (1234)
12 Sample Street
Sample, SM 01234

Dear Jim,

As members of <<the UU Congregation of Our Town>>, we share a commitment to the UU principles of **justice, compassion, and peace**, including: the inherent worth and dignity of every person; justice, equity, and compassion in human relations; and the goal of world community with peace, liberty, and justice for all.

When we support the Unitarian Universalist Service Committee through membership, we help put these principles into action. **UUSC partners with grassroots groups and mobilizes supporters to advance human rights and social justice throughout the world.**

I would like to introduce you to Viola Washington of New Orleans. When flood waters entered her home, Viola knew her family had to leave. They endured terrible conditions at the overpass, the Superdome, and convention center: no water, no food, no shelter. Viola realized that they had to be their community's own "rescue heroes." For two days, they used an abandoned truck to deliver more than 100 people to safety. On the third day, the truck ran out of gas as they crossed the Mississippi River bridge in search of food and water. Armed police held them at gunpoint, yelling racial slurs and insisting they return to the flooded city.

A few months later, her neighborhood gone, she knew, "**There was work to be done**, but where do you start when everything's gone?" Then she thought, "'Well, I have myself.'"

Viola got busy. As a long-time activist and the director of the Welfare Rights Organization, Viola had years of experience **helping poor women and families improve their lives**. During Katrina, she helped people who were stranded by the disaster. Viola has since traded the truck for a desk and a phone, but she continues helping people who were abandoned by government relief efforts. She rebuilt her organization and locates temporary housing and aid so poor families can return.

Two years after Katrina, 200,000 New Orleans citizens have not been able to come home. Another 78,000 still live in trailers. Low-income people, particularly those of color, face many obstacles — especially the lack of affordable housing. The current approach to the rebuilding of New Orleans is keeping many people stranded. **Viola is one person who is making a difference, with the support of the UUA-UUSC Gulf Coast Relief Fund**. She works every day so that everyone, regardless of color or class, has the right to return home.

With our membership support, UUSC is partnering with Viola and people like her throughout the world to advance social justice.

Because individual and congregational support is so vital to its work, UUSC **honors congregations for exceptional levels of membership and giving**. If 25 percent, 50 percent, or 75 percent of us become UUSC members, we will be honored with a Banner Society congregational award and celebrated in the UUWorld as well as UUSC's annual report and website. That means that if just (#) of us, 25% of our congregation, become UUSC members, our congregation will be honored through the Creating Justice Banner Society.

We're launching a campaign to help unite the members of this congregation in our support for UUSC's important work, **putting UU principles into action to advance human rights and social justice throughout the world**. Our goal is to reach that Creating Justice Banner Society and help UUSC change the world.

Will you join us?

In solidarity,
(have each of the campaign's primary partners sign your letter)

Tips for running a UUSC table

As you may have noticed, nothing can replace face-to-face communication - especially when you're building a social movement. Your membership campaign is building a movement within your congregation.

Running a UUSC table following your worship services is one of the best ways to reach out to your congregants. You can demonstrate your commitment to UUSC's important work, share information about current programs and partners, and answer any questions.

Here are some tips for **what to have with you at your table**.

- Enthusiastic people.

Here's another opportunity for your partners and allies to help your campaign. Consider who you think would be great at attracting visitors to your table and inspiring people to join UUSC. Who among your partners and allies has a warm personality, can talk knowledgeably about UUSC or the human rights issues we address, or is so well-known in the congregation that people will be interested in visiting your table?

- UUSC publications.*
- UUSC membership envelopes.*
- UUSC member buttons or stickers.*

*The three items listed above can all be viewed and ordered free of charge online at www.uusc.org/volunteernetwork. Check online to make sure you have the most current UUSC materials.

Here are some tips for **what to talk about at your table**.

- a) How one becomes a UUSC member.

- By making an unrestricted gift at one's membership rate online or using a UUSC membership envelope. (Unrestricted gifts are gifts not earmarked for specific funds or programs.)
- By giving a membership-level gift through Guest at Your Table.
- By becoming a [First Responder](#) and setting up monthly automatic donations online to help provide UUSC with an ongoing, reliable source of support throughout the year, enabling a swift response when human rights are suddenly in crisis.

Membership rates are:

- \$40 Regular
- \$20 Senior (65+)
- \$10 Student/Youth
- \$75 Dual (2 adults)
- All individual's gifts of \$100 or more are eligible to be matched by the UU Congregation at Shelter Rock.

Being a member of a congregation **does not** make one a member of UUSC.

- b) Why one should become a UUSC member.

- To put UU principles into action by supporting UUSC's work in advancing human rights and social justice throughout the world.
- To join the thousands of Unitarian Universalists who give UUSC the support and resources it needs to help change the world.
- To be entered into a raffle (until June 30, 2008) for a spot on a 2008-2009 [JustJourney](#) or [JustWorks](#) camp.
- [To receive 10 percent off on all Beacon Press purchases.](#)

- c) [Who UUSC is.](#)

- UUSC is a nongovernmental human-rights organization.
- UUSC is independent of the UUA and receives no general funding from the UUA. UUSC is an [associate member organization](#) of the UUA.
- UUSC is a [501c3](#) organization.
- UUSC is a 4-star charity organization, as rated by [Charity Navigator](#).

- d) [What UUSC does.](#)

- UUSC advances human rights and social justice around the world, partnering with those who confront unjust power structures and mobilizing to challenge oppressive policies.
- UUSC focuses on four major program areas. We work in partnership with local grassroots organizations in the United States and around the world, standing alongside local community members. In each program area, we focus on issues of race, class, and gender discrimination and their role in perpetuating injustice and human-rights abuses.
 - [Advancing economic justice](#). UUSC addresses the issues of globalization and privatization, with a focus on defending workers' rights and supporting living-wage campaigns.
 - [Defending civil liberties and access to democratic processes](#). UUSC partners with civil-liberties organizations and civil-society groups working to defend freedom and rights by strengthening individual liberty and democratic processes in the era of the "Global War on Terror."
 - [Promoting environmental justice](#). UUSC's focus is on [promoting and defending the human right to water](#), especially in communities facing water-service privatization and resource depletion.
 - [Protecting rights in humanitarian crises](#). UUSC responds strategically to disasters, whether natural or man-made, with a special interest in defending the rights of marginalized and oppressed populations.
- UUSC provides unique opportunities for social justice activists to translate their values into action by participating in on-the-ground projects that offer opportunities to explore issues of race, class, and gender discrimination.
 - [JustWorks camps](#) are short-term experiential learning projects that help volunteers examine and understand the causes and damaging effects of injustice. Participants work directly with people in the community, experiencing social-justice struggles firsthand. [JustJourneys](#) are unique educational travel experiences that focus on human-rights and social-justice issues. Participants will come into direct contact with UUSC program partners and other human-rights defenders.