



October 2010

Ministers, DREs, church administrators, executive directors, newsletter editors, presidents, treasurers, social justice and denominational affairs people will receive the monthly congregational packet electronically as a PDF document. This not only reduces the cost of sending the packet, but ensures everyone on the distribution list gets the information as soon as it is available. If you cannot open a PDF document or prefer the information be mailed, please contact the District office at [office@heartlanduu.org](mailto:office@heartlanduu.org).

Remember, all packet contents can also be found on our website at [www.heartlanduu.org](http://www.heartlanduu.org) (see Downloads-Forms).

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- Immigration Reform & LGBT Justice Conference (November 20, 2010)
- From the *Interconnections* Tipsheet

Contact the District office at 888-948-4883, or [office@heartlanduu.org](mailto:office@heartlanduu.org) with any questions or comments.

***Thank You!***



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October 2010

Dear Heartland Leadership:

Perhaps it's cheating—using something a second time—but I think it's showing how important the information is!

You might have noticed in a recent e-newsletter from us that I included information about the Congregational Stewardship Services at the UUA. But in case you didn't, here are some stats and then really important comments about congregational financial viability in these difficult times. So make sure you at least skim to the end!

This past week, I heard a presentation from Wayne Clark, head of the UUA's Congregational Stewardship Services (CSS) staff group. Wayne's folks are the ones who help congregations learn how to do stewardship better and who help congregations acquire buildings through grant, loan and consultant services for capital campaigns.

The statistics floored me. Between 1998 and 2009:

- *The UUA has granted \$780,966 to congregations for building purchases.*
- *The UUA has loaned \$8,195,948 to congregations for building purchases.*
- *Over \$89,550,000 has been raised by congregations in capital funds, with the help of UUA consultants.*
- *Over \$35,190,000 has been raised by congregations in their annual stewardship campaigns, based on the help provided by UUA consultants.*

In just the past year alone, over 240 lay leaders have attended workshops, while another 176 have attended webinars on stewardship. CSS also oversees the Green Sanctuary program. We now have over 100 certified Green Sanctuary Congregations. (The manual is available on line if you're interested.)

CSS provides help in the form of first home grants, building loans, loan guarantees, small project loans, and consultant services (with a 20% discount for Fair Share Congregations on consultant fees). For consultant services, it's only the honoraria that are charged to congregations—all travel is paid for by the UUA. Wayne has also written *Beyond Fundraising: A Complete Guide to Congregational Stewardship*, a great "how-to" manual.

Now here's the important part about congregational financial viability! Wayne also shared information about how our congregations are doing in these hard financial times. What he's found is that those congregations that were financially healthy pre-recession are still healthy; those who were struggling pre-recession are still struggling. That makes sense, but the real difference he noted stems from those who can talk openly about stewardship and money, or not. Those who can speak about it, and speak about it openly and candidly have done better. This is especially true for those congregations that have one-on-one (or at least small group) discussions with people about money—the more you have the face-to-face individual conversations, the better the outcome of the stewardship drives.

This makes sense, too, because it means that you care enough about your congregation to have the harder conversations. As we've always learned, congregations that are clear about their requirements and expectations of members are the ones that flourish more. People like to know what's expected, and more often than not, people rise to the expectations that we have of them. When we don't share those expectations, or when they are remarkably low, there's no surprise that people can't live up to what we wish from them. Perhaps it's something like: *seek and ye shall find, ask and ye shall receive.*

I hope that you'll take these words to heart—your improved financial state makes it possible for you to reach out to those who haven't found you yet, and for you to ensure a future for Unitarian Universalism in your community. That's really important, if you ask me.

In faith,

Rev. Dr. Lisa Presley  
District Executive

# Funding for Today and Tomorrow

by Dan Hotchkiss

Congregations almost always say they want to grow, but I've come to doubt that many really do. The more accurately people picture how a congregation changes when it grows from family-sized to pastoral, program, corporate and beyond, the more clearly they see that growth means losing the worshiping community they know and love and trading it in for one where they will feel—at least initially—like strangers.

Ministries of service to others pose similar challenges. Like outreach to potential members, serious service to the needy requires donors and volunteers who understand that the church or synagogue exists for others at least as much as it exists to serve its members. Casual generosity will support casual service—sustained social responsibility requires a revolution in most congregations' understanding of their purpose.

This can make it hard to raise funds for growth or service. We like to have it both ways: believing that we live for others, while at budget time demanding that the congregation focus its resources almost exclusively on satisfying the desires (excuse me, "needs") of current members.

The trouble with current members, though, is that in the long run they're all dead. A congregation that intends to thrive for more than a generation needs to have a plan to meet the needs of people who have not yet crossed the threshold. In a congregation where "serving the members' needs" is primary, it is difficult to gain support for real outreach.

This has long been so but is more so today because of increased physical and theological mobility: it is a rare congregation that realistically expects many of its children to grow up and join it as adults. New members, even those who grew up in a congregation, need to be welcomed with the expectation they will be quite different from the current membership. Even to survive, a church or synagogue needs to look outward more than was necessary even a short time ago.

While this is in part a new reality for congregations, it is not new for other nonprofits. Nonprofit boards and executives manage tensions between two main groups: those the organization serves and those who pay its bills. If congregations are different, it is mainly in how much the two groups overlap, making it harder to manage the tension by encouraging the donors to suppose they are the only beneficiaries.

Imagine for a moment that your congregation were another kind of charity: a health clinic, for example, or an art museum. From your perch as director of development or head of staff, you would see several more or less distinct groups of stakeholders: board members, donors, clinic clients or art lovers, staff, volunteers, and so on.

One group is different from the rest: clients for the clinic, art lovers for the museum. These are people for whose sake the charity exists in the first place. If clients are not cared for, the clinic fails despite a comfortable balance sheet. If art lovers do not learn and grow and become more numerous, the museum fails, though its galas may be the poshest and most popular in town.

As a well-trained, up-to-date nonprofit manager, you realize you need two plans: one for the people whose well-being is at the center of the organization's mission and another for the people whose support is necessary for success. Management consultant Peter Drucker called the first group "primary customers": people whose lives will change as a result of the organization's work. The latter he calls "secondary customers": people whose support it needs in order to succeed. Both are important, but not equally important; secondary customers are important because of what they make it possible to do for primary customers.

Some people may be both primary and secondary customers (a donor who visits the museum, for example, or a doctor who becomes a patient), but the groups have different needs and wishes and they compete for resources. A local YMCA board member complained to me, "We just approved a capital campaign to build a fancy, high-end health club. I don't doubt we'll turn a profit on it, but at some point I hope we'll think about how, as a YMCA, it might be good to start some sort of program for young men!"

Some things we do in order to raise money (the health club) may also happen to produce the life changes called for by the mission (healthy minds in healthy bodies), but succeeding with both primary and secondary customers is rarely easy. Nonetheless, we have to do it.

Who, then, are a congregation's primary customers? The member families, certainly—their lives have been transformed to some degree by their exposure to sacred traditions, inspiring examples, and spiritual practices, and the work is never done. As they move from one life stage to another and encounter new temptations, losses, and epiphanies, members learn how to be faithful in new circumstances. Members are primary customers to the extent that the mission calls for their lives to be transformed through the congregation's work.

But if all goes well, only a minority of primary customers are current members. Some never will be. The beneficiaries of social outreach programs and activities—for instance, people fed at a soup kitchen—have their lives changed, if only for a day, though they may not register that the hand holding the ladle had anything to do with a community of faith. When a synagogue

publicly denounces hate crimes against Muslims, it makes life better for people low on the Membership Committee's prospect list.

Our mission is to transform the lives of our primary customers, but our revenue comes from our secondary customers. This is as true for congregations as for art museums, clinics, colleges, and the Wikipedia Foundation. How can we formulate two development plans and be one institution?

One way is to appeal to secondary customers as if they were primary. We do this when we ask people to compare their gifts to what they spend on Starbucks coffee, private school tuition, or summer vacation. We do it when we enthuse about how beautiful and comfortable and splendid our new building will be for us. We do it when we call part of a member's contribution "dues" or "fees for service." This plan, used also by the Y that built a health club, does not require donors to understand that the congregation has a purpose beyond serving them.

This plan is popular because it works. So long as leaders do not confuse cultivating donors with fulfilling charitable purposes, it is a necessary part of any gift development strategy.

Another way to bridge the gap is to transform primary customers into secondary ones—which we do when we teach stewardship to members, who eventually understand that the congregation does not exist for them alone but has a precious gift to give to others through their gifts of time and treasure.

Members are both primary and secondary customers. They legitimately expect the congregation to serve them; at the same time, they know—or need to learn—that the mission is to transform the lives of people who have yet to cross the threshold.

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Dan Hotchkiss is a senior consultant with the Alban Institute. "Funding for Today and Tomorrow" originally appeared in the May/June issue of Clergy Journal ([logosproductions.com](http://logosproductions.com))

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# Why Blog?

by Lynne M. Baab

The rapid adoption of Internet-based communication and digital technologies by some communities of faith stands in a long tradition of enthusiastically embracing new means of communication to spread the gospel and nurture faith communities. At the same time, the skepticism about these technologies, and the concern about possible dangers and abuses, stands in an equally long tradition. The invention of the telephone is a good example. At that time, numerous voices in the press, in academic communities, and in various faith traditions expressed concern that the telephone would damage human communication because nonverbal cues are not accessible by telephone. There was a danger, some people said, of losing a commitment to human community. Good relationships might be damaged because of impersonal voices over a phone line.

Anyone who has lived hundreds or thousands of miles away from loved ones can testify to the power of telephones to nurture relationships, not damage them. But anyone who has experienced repeated phone calls interrupting dinner discussion can also attest to the necessity of discussing guidelines for telephone use. The newest communication technologies present the same kinds of opportunities for nurturing community as well as dangers from unwise use.

Blogs—originally called Web logs—created by pastors, rabbis, and other religious leaders are becoming increasingly common. Blogs are more like diaries than any other form of website is, and it is no accident that the country with the most blogs, Japan, has a long history of diary writing. A blog can be used like a diary for recording responses to specific events or issues on particular dates, but it can also be more like a weekly or monthly newsletter column, carefully crafted like a newsletter article would be. Both of these styles of blog entries are commonly used by ministers and rabbis. Blogs are easy to set up using common blog websites like Blogspot and Blogger, which are free and have many attractive templates for users. Because they are inexpensive and easy to use, blogs offer a lot of communication impact for a small cost in time and money, and the opportunities offered by blogs for people in congregational leadership are manifold. First, they provide one more way for congregational leaders to communicate in a personal and authentic style about things that matter. Because the diary medium stands behind blogs, communication on blogs is expected to reflect honest emotions and personal experiences. Some degree of intimacy is a characteristic of communication on blogs, something that is exactly right for our time with the growing emphasis on authenticity and personal connections that is apparent in so many forms of new media.

Blogs are a perfect medium to tell stories about what faith looks like in practice. Testimonies, stories about people whose lives are being changed because of their faith, and stories about those who are serving in the community or overseas are perfect for blogs.

Because blog entries are always connected to specific dates, blogs provide the opportunity to discuss current events in the wider culture and their connection to faith. Upcoming congregational events and ministries can be described in order to encourage people to participate. Toward the end of each week, aspects of the upcoming worship service can be highlighted, with an encouragement to invite neighbors and friends. Recent events can be described as a way to talk about the significance of what happened or the way God was present in those events.

Brian Bailey and Terry Storch, authors of *The Blogging Church*, talk about blogs as the perfect place to share “the why behind the what.” The worship bulletin and the congregation’s website might give the date and time of the kickoff event for a new ministry, perhaps a new children’s program, an outreach into the community, or an upcoming mission trip. The minister’s blog or the congregation’s blog are good places to explain why the ministry is starting, what motivated its leaders to dream it up, and what they hope participants will gain from it.

A blog entry can convey “the why behind the what” by telling the personal hopes of the leaders or a story that lies behind the dream. A blog post could give a personal testimony about last year’s version of the same ministry or a similar ministry in another congregation. The vision for the ministry can be addressed in a personal and honest way.

A congregation’s blog entries can be viewed as a series of building blocks, each one communicating a piece of what the congregation considers to be valuable and essential for faith. In many ways, this lightens the pressure on the person writing the blog entry. Each blog post needs to tell only a part of the whole story, to vividly and faithfully represent something about this congregation’s identity and values, but it doesn’t have to say everything. An ideal blog post is only two- to three-hundred words, which is only a few paragraphs. A blog post is like a short sermon in that it can really only make one point. No one sermon can say everything about the life of faith. A person who preaches regularly hopes and prays that, over time, all those sermons will serve as building blocks to communicate the big picture of God’s goodness and the faith journey God invites us into. In the same way, blog posts don’t have to say everything about the congregation, just one thing told in a compelling way, one piece of the big picture of the congregation’s life. In that way, blogs are different from congregational websites, which need to represent in a more systematic way the life of the congregation.

Blog posts accumulate over time. Viewers can scroll backwards to see the development of thoughts over months and even years. The building blocks that are created with each blog post remain online for people to access if they want to. Therefore, some consistency in the values expressed is a good idea.

Many blogs related to congregations are the solo product of the minister, who uses the blog to talk about the congregation's life, reflect on current events, and describe his or her faith journey. Coming up with a blog post every week, or several times a week, can be quite a challenge for one person.

To relieve some of the pressure on ministers and pastors, congregations should consider the possibility of a congregational blog, a joint production of a team of people. Someone needs to be responsible for overseeing the blog, but several people can do the writing. Perhaps the senior minister writes a few posts each month, while others—associate ministers, congregational lay leaders, other staff—are also responsible for one or two posts every month. Posts can be brief: a story, a quotation from a book, a short reflection on a Scripture passage, a description of an upcoming event and why it was planned.

Members of the blog team need to enjoy and appreciate the blogging medium. Effective blog posts cannot simply be recycled announcements from the bulletin, newsletters, or website. They cannot be official pronouncements or minutes from meetings. Because honesty, authenticity, and a personal approach are essential on a blog, team members need to understand the significance of these characteristics in communicating the congregation's identity and values.

Blogs have a distinctive voice: conversational, personal, and informal. They speak the language of our culture and time. Congregations and congregational leaders can use blogs wisely and strategically to communicate the heart and soul of a congregation. Websites, digital photos, blogs, sermon downloads, social networking websites, and other new communication options offer a congregation a wonderful opportunity to consider the implications of all the ways it can express who it is and what it values.

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Adapted from [Reaching Out in a Networked World: Expressing Your Congregation's Heart and Soul](#) by Lynne M. Baab, copyright © 2008 by the Alban Institute. All rights reserved.

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October 2010



## Youth Ministry News

*by Nancy Combs-Morgan, Faith Development Director  
Heartland District of the UUA*

This is a time of transition and transformation in youth ministry. One transition is the exciting news that Tandi Rogers, the Program Specialist in the Pacific Northwest District of the UUA, will begin as the Interim Director of the UUA's Youth and Young Adult office starting this November 2010. Tandi was one of the key people in the creation of "Gold Mine," one of the first district youth leadership schools in the Pacific Northwest. The youth leadership school has inspired multiple other districts and regions to begin their own youth leadership schools, such as our own Midwest Youth Leadership School, here in the MidAmerica region.

Tandi and I, along with many other Lifespan Faith Development leaders, will be meeting at the LREDA (the Liberal Religious Educators Association) Fall Conference in New Orleans in the next week to discuss youth and young adult ministry.

Here in the Heartland, we are deeply committed to the nurturance of youth and young adult ministry in our congregations. As we explore what that nurturing support looks like, one clear for vision for youth ministry, which we hope you share, is to enable congregational youth groups (who are seeking to expand their leadership skills) to be able to host a cluster and/or district wide youth event. The "How to Run a Con Con" youth leadership conference, happening in Kalamazoo, MI this November 12-14<sup>th</sup>, is the first step in helping congregational leaders who seek to gain the skills to host their own youth conference. Also, there has been interest expressed in a "HTRACC" in the southern tier of the district as well – I will keep folks posted as that develops.

This transition in youth ministry is one of empowering and partnering. I want to assure our congregational leaders that the Heartland District seeks to support healthy and transformative youth programming in our congregations. The good news is that we will continue to provide support for these emerging youth events. One clear goal would be for any congregationally sponsored youth event to be open to a cluster of congregations, if not the whole district. Do know that congregations will have our registration support, sanctioning, staff training, and, if needed, co-facilitation leadership provided. Our District Youth Steering Committee will continue to help train and grow amazing youth leaders who are seeking the next step in their leadership development. We are committed to seeing that our youth leaders are able to take part in amazing leadership opportunity at the Midwest Youth Leadership School, (this July 17-24<sup>th</sup> in Beloit, WI).

An additional opportunity for expanding your youth programming is through our national office. I am including information on a super grant funding program for congregational youth ministry:

### **UUA Youth Project Grant Program**

As called for in the Youth Ministry Working Group Recommendations, the UUA has established a grant program for local youth-led projects giving Unitarian Universalist high school-aged youth opportunities to grow in faith, deepen in spirit, develop skills, and offer leadership and service to Unitarian Universalist communities. Grants up to \$2,000 will be awarded to youth who pair with an adult advisor in a sponsoring congregation, district or Unitarian Universalist organization.

The next deadline is December 1<sup>st</sup>, 2010, which would be for projects that would begin anytime from March 1, 2011 until June 30<sup>th</sup>.

I would love to hear from you, if you are exploring applying for a grant, or if you have ideas to share in our youth ministry transitions.



UNITARIAN UNIVERSALIST  
ASSOCIATION OF CONGREGATIONS

LIFESPAN FAITH DEVELOPMENT  
YOUTH PROJECT GRANT PROGRAM  
APPLICATION INSTRUCTIONS

The purpose of the Youth Project Grant Program is to support local youth-led projects which give Unitarian Universalist high school-aged youth opportunities to grow in faith, deepen in spirit, develop skills, and offer leadership and service to our Unitarian Universalist communities. Grants will be awarded to youth who have paired with an adult advisor in a sponsoring congregation, district, or Unitarian Universalist organization.

**Instructions**

1. Please print or type the application.
2. Answer all questions completely.
3. Be sure to include a sponsoring UU community and an adult advisor.
4. Include relevant supporting documentation for your project, such as photographs, historical information, organizational mission statements, data, or financial information.
5. If you have any questions, please contact the Youth and Young Adult Ministries Director: Erik B. Kesting, [ekesting@uua.org](mailto:ekesting@uua.org) or (617) 948-4359.
6. Mail completed, signed application to:

Office of Youth and Young Adult Ministries - Youth Grants  
Unitarian Universalist Association  
25 Beacon Street  
Boston, MA 02108

**Criteria for Evaluation**

- Potential impact of project on youth and sponsoring (and/or larger) community;
- Thoroughness of project plan;
- Accountability of program to historically marginalized groups and/or applicability of program to the UUA's goals for multicultural and multigenerational religious communities;
- Fair-share giving by sponsoring congregation to the UUA Annual Program Fund.

**Grant Application Deadlines**

Grant applications received by the following deadlines will be given priority. Grant applications received after the deadline will still be reviewed for the available funding. Do not allow the deadlines to stop you from applying for a project that begins soon.

For Programs Beginning	Priority Application Deadline
November 1 - February 28	August 1
March 1 - June 30	December 1
July 1 - October 31	April 1

Grants made available through the Office of Youth and Young Adult Ministries are made possible from a variety of sources including your congregation's Annual Program Fund dues.

LIFESPAN FAITH DEVELOPMENT  
YOUTH PROJECT GRANT PROGRAM  
SAMPLE PROJECT IDEAS

We hope these ideas will help foster project ideas and grant proposals. Applicants need not limit themselves to these topics exclusively.

- Organizing an event
  - Food or clothing drives
  - Fundraiser
  - Lobby days
  - Community service or community building projects
  - Interfaith events
  - Educational events
  - Spiritual retreats or other events
- Producing art
  - Writing a hymn or other work of music
  - Creating a mural or other work of art to beautify a community space
- Conducting research and presenting findings to educate a community about an important topic relevant to Unitarian Universalism.
  - Researching an aspect of the history of the congregation.
  - Researching specific needs of the community or the congregation.
  - Studying and sharing about a historic Unitarian, Universalist, or Unitarian Universalist person or event.
- Organizing or supporting a middle school or children's program in your congregation
- A building and grounds project
  - Starting a community garden at your congregation
  - Painting or other project to maintain or beautify your congregation's building or grounds

# YOUTH PROJECT GRANT APPLICATION

Amount Requested (\$500 - \$2,000): \$ \_\_\_\_\_ For program beginning (date): \_\_\_\_\_

Project Title: \_\_\_\_\_

## Youth Applicant\*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

## Applicant Contact Information (address to which UUA

should send all correspondence related to this grant):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you prefer to receive all correspondence via email, check here [ ] and provide an email address:

\_\_\_\_\_

## Treasurer of Sponsoring Organization

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Adult Advisor\*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Role with Sponsoring Organization:

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

## Sponsoring Organization

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\* If there is more than one youth or advisor involved in the project, please attach a separate list. Adult advisors must be 25 years of age or older.

**Please complete the following and submit with your application:**

1. In brief, narrative form, summarize your project. Be sure to include:
  - A. Background Information: What led to the decision to submit this proposal?
  - B. Purpose: State the purpose or mission of your proposal.
  - C. Objectives: Identify specific, measurable results.
  - D. Activities: Describe what will be done to achieve the objectives.
  - E. List any people who have contributed to this proposal not already listed on page 1 (include Name, Address, Phone Number, and E-mail Address).
2. Briefly describe how this project will help the youth involved to grow in faith, deepen in spirit, develop skills, learn, and serve Unitarian Universalist communities.
3. Briefly describe how this project will benefit a Unitarian Universalist community, including, if relevant, the Association's goals of anti-racism, anti-oppression, and multiculturalism.
4. Give a timeline for when planning and implementation will occur.
5. Enclose a budget that includes both income and expenses.
6. Also required is a letter of support from a minister, director of religious education, or UUA District Staff member. This may be submitted separately.

Signatures

Youth: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor: \_\_\_\_\_ Date: \_\_\_\_\_

Treasurer: \_\_\_\_\_ Date: \_\_\_\_\_

**OFFICE USE ONLY:**

Date Received: \_\_\_\_\_

APF Fair Share?: \_\_\_\_\_

Date Approved: \_\_\_\_\_

Date Declined: \_\_\_\_\_

Date Letter Sent: \_\_\_\_\_

Date Check Sent: \_\_\_\_\_

# 2011 Heartland District Assembly and Spring Conference

April 1-3, 2011

Keynote Speaker



Gini Courter

UUA Moderator

The moderator's chief role is presiding at General Assemblies and at meetings of the Board of Trustees. It is the UUA's highest volunteer position.

*Horizon Convention Center*

Muncie, Indiana





Heartland District of the Unitarian Universalist Association of Congregations  
5351 E. Thompson Road, #229, Indianapolis, IN 46237-4094  
317.788.4883 (phone) 888.948.4883 (toll free)

September 20, 2010

Dear Heartland District Congregation:

The Heartland District Board of Trustees is pleased to invite you to participate in electing a UUA Trustee representing the Heartland District of the UUA. The term of the current trustee will expire at the end of the 2011 General Assembly.

Your participation in this election contributes to shaping the direction of the Unitarian Universalist Association in the coming years. In addition, your participation affirms the use of the democratic process within our congregations, an expression of the UUA's fifth principle.

Enclosed in this packet, please find the following information related to the election:

- ❖ Rules of Procedure, including:
  - General Information
  - Election Timetable
  - Nominating Petition Rules
- ❖ Nominating Petition Form

Please read through these Rules of Procedure and distribute the Rules and the Nominating Petition form to all interested congregation members. Also, please take note of the Election Timetable, and schedule any necessary meetings related to the election with this Timetable in mind.

Thank you for your participation in this election and for your ongoing involvement in the Heartland District!

Sincerely,

Frank Nye

Frank Nye  
Secretary, Board of Trustees  
Heartland District of the UUA

Enclosures

## **Heartland District of the UUA UUA Trustee Job Description**

The UUA Board of Trustees includes the three elected officers—a President, Moderator, and Financial Advisor; four Trustees-at-Large and a District Trustee for each of the 19 UUA Districts. District Trustees are elected to a four-year term and may be re-elected once.

### **Accountabilities**

These accountabilities are drawn from Section Three “Governance Process Policy” found at <http://uua.org/aboutus/governance/policy/index.shtml>.

The UUA Board of Trustees has three primary duties in the UUA governance model. They are:

1. Create and maintain effective linkage between the UUA Board and its member congregations.
2. Write policies that address organizational decisions and situations at the broadest levels.

These policies shall cover:

- i. Shared Vision (ENDS): Statements that express values identifying what benefit, to whom, and at what cost or relative priority.
  - ii. Leadership Covenant and Expectations: Established boundaries around both ethics and prudence within which all executive activity and decisions must take place.
  - iii. Governance Process: How the Board conceives, carries out and monitors its own task.
  - iv. Board-President Linkage: Promote right relationship between the UUA President and the UUA Board by defining the president’s role, authority, and accountability.
3. Assure operational performance of the UUA through systematic monitoring of systems and performance of the organization in relation to established policy and examining and approving the operating and capital budgets before they are implemented. This will include annually assessing the Performance of the UUA President against the defined policies.

### **Responsibilities**

- Commit to learning and applying the principles of the Carver Policy Governance model. Basic orientation will be provided, but independent reading will be very helpful, if not required, to be effective.
- Commit to continually modeling anti-racist, anti-oppressive and multi-cultural behavior. Regular short trainings are offered to all Trustees during meetings.
- Develop and maintain deep familiarity with the governance policies of the UUA, as found at <http://uua.org/aboutus/governance/policy/index.shtml>
- Maintain awareness of Heartland District policies.
- Commit to helping guide the UUA through continual organizational development, to enable the Association to become more effective over time.
- Attend all of every meeting of the UUA Board and General Assembly. The UUA Board meets quarterly, normally twice in Boston, once in another major city, and once at the General Assembly location. Meetings usually run from Wednesday or Thursday evening through Sunday afternoon. These meetings require advance preparation and intensive participation on the part of all effective Trustees.
- Participate in UUA Board conference call or internet meetings as needed, averaging one per month.
- Serve on other UUA Committees and task forces, as time and personal resources allow. Some meet before or after regular Board meetings while others maintain an independent schedule.
- Serve as an ex-officio (non-voting) member of the Heartland District Board of Trustees.
  - Attend the Heartland District Annual Meeting, typically in April, usually Friday through Sunday.
  - Attend when possible regular Heartland Board meetings. Typically these occur quarterly as face to face meetings, Friday through Sunday, and by conference call in months when there is no face to face meeting.

- Participate in the Sunday services of the various congregations as well as special events such as ordinations, installations, anniversary events, and building dedications when invited and as time and personal resources permit.
- Communicate on a regular basis with the congregations and leaders of the District, including writing an annual report.

### ***Expenses***

#### ***UUA Meetings***

The UUA pays for or reimburses the expenses of a District Trustee in the performance of official UUA duties, in accordance with UUA Policy. These expenses include travel expenses to and from meetings of the UUA Board and the UUA Committees to which the Trustee has been appointed, as well as housing and meals.

#### ***Other Expectations***

- Each Trustee is asked, within their own limits, to financially participate in the “Friends of the UUA,” and any UUA Capital Campaign underway at any point in time.
- Each Trustee is expected to maintain membership of record in a member congregation of the UUA.
- Each Trustee is expected to attend a full-day training in Anti-Racism/Anti-Oppression/Multiculturalism (AR/AO/MC) during his/her first year as UUA Trustee. Expenses will be paid by the UUA. The training must be pre-approved by the Board or UUA Moderator.

# **RULES OF PROCEDURE for ELECTION OF HEARTLAND DISTRICT UUA TRUSTEE**

Adopted August 2010

This election is for a four-year term as UUA Trustee representing the Heartland District beginning at the final adjournment of the 2011 General Assembly, currently scheduled for June 22 to 26, 2011.

The Rules of Procedure for this election are as follows.

## **Nominations**

Nominations for Heartland District UUA Trustee shall be made through petition, according to the criteria provided on page 3, "NOMINATING PETITION FOR HEARTLAND DISTRICT UUA TRUSTEE."

## **Election**

- If no petitions are received for properly nominated candidates, the Heartland Board of Trustees will select a candidate, who will be certified as elected, in compliance with the Bylaws of the Heartland District and of the UUA.
- If petitions are received for only one properly nominated candidate, the Heartland Board of Trustees will certify the election of the candidate without balloting, in compliance with the Bylaws of the Heartland District.
- If petitions are received for more than one properly nominated candidate, ballots will be mailed to congregations according to the Timetable described on page 2.

## **Ballots**

If balloting is required, ballots will be mailed to all eligible Heartland District societies according to the Timetable on page 2 and 3. Eligible societies will be those societies in the Heartland District that have been duly accredited to send delegates to the 2011 UUA General Assembly. The number of ballots a society receives will be equal to the number of votes to which a society would be entitled at the 2011 UUA General Assembly.

## **Timely receipt of ballots**

Please see the Timetable on page 2 and 3. Close of nomination and balloting will be strictly followed.

## **Run-off ballots**

If no candidate receives a majority of votes cast in the first ballot, run-off ballots will be mailed to congregations in the same numbers as the first ballot. Run-off ballots will bear the names of the top two candidates on the first ballot.

## **Certification of winner**

The Heartland Secretary will certify the results of the election and notify the Secretary of the UUA no later than May 6, 2011.

## Election Timeline and Rules of Procedure

October 6, 2011            **Start of Nominations.** Nominating Petitions and Rules of Procedure will be sent to all member congregations of the Heartland District.

In order to be nominated for UUA Trustee, petitions bearing signatures of at least six (6) members from each of at least ten (10) congregations must be submitted to the Secretary of Heartland District Board.

January 15, 2011            **Close of Nominations.** All nominating petitions must be received by the Heartland District Office no later than close of business on this day.

### **Non-Balloting Certification\***

- If there is only one nominee for UUA Trustee, the Board of Directors will certify the election of the candidate without balloting
- If there are no nominees, the Board of Trustees will nominate a candidate forthwith, who will thereby be certified by the Secretary of the Heartland District as elected.

February 1, 2011            **Start of Balloting.** If required (see “Non-balloting Certification” above), ballots will be mailed to congregations. Congregations will receive ballots equal to the number of delegates to the Annual Meeting.

March 12, 2011            **Close of Balloting.** All ballots must be received at the Heartland District Office no later than close of business on this day.

*March 20, 2011            **Start of Run-off Balloting.** If required, run-off ballots will be mailed to congregations.*

April 2, 2011            The Secretary of Heartland Board will notify the Secretary of UUA Board of election or non-ballot certification results (if there is no run-off balloting).

*April 24, 2011            **Close of Run-Off Balloting.** All ballots must be received at the Heartland District Office no later than close of business on this day.*

*May 10, 2011            Secretary of Heartland Board notifies Secretary of UUA Board of election results from run-off balloting*

## **NOMINATING PETITIONS FOR HEARTLAND DISTRICT UUA TRUSTEE**

The Heartland District is seeking qualified and dedicated individuals interested in serving as the Heartland District UUA Trustee for a four-year term beginning with the adjournment of the UUA General Assembly in 2011, currently scheduled for June 22-26. The Heartland District UUA Trustee may serve two consecutive terms. The Trustee serves as the district's direct link to our national organization and as such, must be available to attend Heartland District Board Meetings, held in several different locations around the district, UUA Board Meetings in Boston or other locations as that Board may decide, and the UUA's General Assembly. The trustee has the opportunity to interact with congregations throughout the district and with UUs across the nation providing support and impetus to the Unitarian Universalist movement.

### **ELIGIBILITY**

Any member of a Unitarian Universalist church or fellowship in the Heartland District who complies with the eligibility provisions of the Bylaws of the UUA for trustees representing districts may submit to the Secretary of the Heartland Board of Trustees a properly executed Nominating Petition on the form provided. Not more than one UUA Trustee shall be a member of the same member congregation.

### **QUALIFICATIONS**

The person who is selected Heartland District UUA Trustee must, at the time of his/her nomination and election, be a legal member of a UU church or fellowship located in the Heartland District and must continue as such during his or her term of service. Such person must, at the time of nomination, election, and during his/her term of office, comply with the eligibility provisions in the Bylaws of the UUA for trustees representing districts.

### **PETITION REQUIREMENTS**

Each candidate must provide the endorsing signatures of at least six (6) members from each of at least ten (10) UU societies in the Heartland District, on the form provided. One (1) of the societies may be the home society of the member seeking nomination. The nominating petition must also bear two certification signatures: (1) the presiding officer or the Secretary of the applicant's home society attesting to the membership status of the applicant, and (2) the presiding officer or the Secretary of the petitioners' home society attesting to the membership status of the petitioners. Please use one or more separate sheets for each congregation, and double check that both certification statements are signed and dated.

### **RETURN OF PETITIONS**

Petitions should be returned to the Heartland District office.

Please mail completed petitions to:

Heartland District of the UUA  
ATT Board Secretary  
5351 E. Thompson Rd., #229  
Indianapolis, IN 46237-4094

### **Questions? Contact:**

Heartland Board Secretary  
Frank Nye  
Frank.Nye@insightbb.com

or  
Heartland\_District Executive  
Rev. Dr. Lisa Presley  
248.514.5458 or de@heartlanduu.org

***Thank you for your participation in this election!***

## Timeline and Procedures for District's UUA Trustee Election

Term will run from July 2011 through June 2015

October 6, 2010                      Nomination petitions will be sent to member congregations.

*In order to be nominated for UUA Trustee, petitions bearing signatures of at least six (6) members from each of at least ten (10) congregations must be submitted to the Secretary of Heartland District Board.*

January 15, 2011                      Nominations closed; all petitions must be received by the Heartland office by close of business.

*Non-balloting certification\**

- *If there is only one nominee for UUA Trustee, the Board of Directors will certify the election of the candidate without balloting.*
- *If there are no nominees, the Board of Trustees will nominate a candidate forthwith, who will thereby be certified by the Secretary of the Heartland District as elected.*

February 1, 2011                      Ballots will be sent out to congregations. Each congregation will receive ballots in numbers equal to number of delegates to Annual Meeting.

February 27, 2011                      \*If the Board certifies a candidate through May 13, 2011 non-balloting, the notification to the Secretary of the UUA must be made between this time period.

March 12, 2011                      Close of balloting - all ballots must be received by close of business. The Secretary of the Heartland District (or designate) will tabulate results, and determine if one candidate has received a majority vote.

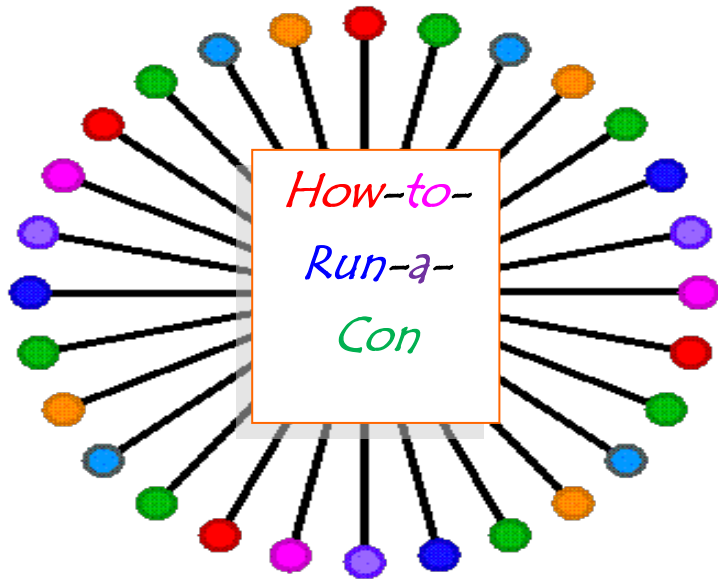
*If there is no clear winner, then a run off procedure must be followed.*

*March 20, 2011      If no clear winner, run-off ballots will be submitted to congregations with names of top two nominees.*

April 2, 2011                      The Secretary of Heartland Board will notify the Secretary of UUA Board of election results (if there is no run-off balloting)

*May 7, 2011              Close of run-off balloting; all ballots must be received by close of business. Secretary of Heartland District (or designate) will tabulate results.*

*May 10, 2011              Secretary of Heartland Board notifies Secretary of UUA Board of election results from run-off balloting.*



# How-to-Run-a-Con Con

November 12-14, 2010  
People's Church of Kalamazoo  
1578 N 10<sup>th</sup> St  
Kalamazoo, MI 49009

**WHO:** Youth & Adults interested in planning/hosting cons at their church.

**TIME:** 7:00 pm Friday, November 12<sup>th</sup> to 9:00 am Sunday, November 14<sup>th</sup>

**REGISTRATION FEE:** \$35.00 (*limited to the first 45 people who register*)

**REGISTRATION DEADLINE:** November 5, 2010

### **REGISTER EARLY**

Con is limited to 45 participants.

### **\*\*Scholarships are available\*\***

To request a scholarship, check **"yes"** in Scholarship Box on the registration form.

*Registration forms can be found on the Heartland District website (click [HERE](#)) and can be either mailed in or submitted electronically. If you have trouble opening the forms, contact [office@heartlanduu.org](mailto:office@heartlanduu.org) to have them emailed to you.*

*Registration fees can be paid either by check or by credit card online regardless of how you submit the registration form. Please follow the instructions on the registration form.*

**NEW YOUTH REGISTRATION PROCEDURES:** You are no longer to submit the **Conference Permission & Supervision Form** and **Emergency Contact Form** with your registration form. These documents should be completed and presented to the registrar at the time of check-in at the con. These forms can be found in a PDF format on the [Heartland website](#), or contact [office@heartlanduu.org](mailto:office@heartlanduu.org) to have copies emailed.

**Questions? Contact Nancy Otto, [notto.dysc@gmail.com](mailto:notto.dysc@gmail.com) or 248 227 4159**

## CONFERENCE CO-SPONSORS

Heartland District – Unitarian  
Universalist Association (UUA);  
Immigration Reform for America;  
Equality Michigan; First UU  
Congregation of Ann Arbor  
Interweave; with support from  
Oasis Ministries of the Michigan  
Diocese of the Episcopal Church.



MUUSJN is a statewide network of  
activists from 26 UU congregations  
and others who work together for  
justice. The network is supported by  
grants, contributions from individuals,  
congregations & other organizations.

### CONTACTS:

Randy Block, Director  
(248) 549-5170

[randyblock@yahoo.com](mailto:randyblock@yahoo.com)

Jeannie Miernik, Coordinator  
(517) 927-3453

[jeannie11111982@yahoo.com](mailto:jeannie11111982@yahoo.com)

[www.uujustice.org](http://www.uujustice.org)

*Standing on the Side of Love for*

## **IMMIGRATION REFORM**



## **& LGBT JUSTICE**



*A MUUSJN Conference*

**November 20, 2010**

**8:30 a.m. – 4 p.m.**

**Northwest UU Church**

23925 Northwestern Highway  
Southfield, Michigan 48075



STANDING ON THE SIDE OF  
**LOVE**

Northwest Unitarian Universalist Church  
23925 Northwestern Hwy, Southfield 48075  
248-541-4586



On southbound Lodge (M-10) freeway service drive

### Conference Overview:

8:30 a.m. Registration/Continental Breakfast

9:15 a.m. Ingathering, Rev. Kimi Riegel, NWUU

9:30 a.m. KEYNOTE: Gini Courter, UUA  
Moderator. Standing on the Side of Love & Its  
Call for Immigration Reform and LGBT Rights

10:15 a.m. Panel: Immigrant Stories of  
Oppression

11:15 a.m. Panel: LGBT Stories of Oppression

12:30 a.m. LUNCH, Networking/Displays  
Luncheon Speaker: Alicia J. Skillman, Esq.  
Executive Director, Equality Michigan

1:30 p.m. WORKSHOPS  
Track #1: Understanding & Challenging Arizona's  
Anti-Immigrant Law  
- Immigration Reform for America

Track #2: Advocating for LGBT Policy Changes  
In Michigan - Equality Michigan

2:30 p.m. WORKSHOPS  
Track #1: Advocating for Immigration Reform  
In Michigan - Immigration Reform for America  
Track #2: After Becoming a Welcoming  
Congregation – Next Steps

3:40 p.m. Service of Affirmations

### FEATURED SPEAKERS

*Gini Courter*



Gini Courter, a member of the UU  
Church of Flint, is the *dynamic*  
Moderator of the Unitarian Universalist  
Association. She has conducted  
workshops to help congregations  
think about diversity and has authored  
29 books on Information Technology.

*Alicia J. Skillman, Esq.*



Alicia Skillman is the Executive  
Director of Equality Michigan, a newly  
established LGBT advocacy group  
merged from the Triangle Foundation  
and Michigan Equality.

#### **Mail Registration Form To:**

Randy Block, MUUSJN  
4220 Arlington Dr.  
Royal Oak, MI 48073

#### **Make check payable to:**

Heartland District of the UUA  
(write "MUUSJN conference" in memo)

## REGISTRATION FORM

### *Standing on the Side of Love for* **Immigration Reform & LGBT Justice**

Saturday, November 20, 2010

*Earlybird registration deadline:*  
November 5, 2010

NAME: \_\_\_\_\_

Street/#: \_\_\_\_\_

City Zip

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

CONGREGATION/ORGANIZATION: \_\_\_\_\_

FREE Exhibit Table? Yes/No (NO SALES)  
(Tables limited by space and applicability.)

Home Hospitality Needed? Yes / No  
Friday \_\_\_ Saturday \_\_\_

Child Care Needed? Yes / No  
# children \_\_\_ ages \_\_\_\_\_

Vegetarian Meal? Yes/No

#### Conference Fees:

Adult Registration Fees: \_\_\_\_\_

(\$30 by 11/5; \$40 by 11/20)

Students or low-income fees: \_\_\_\_\_

(\$15 by 11/5; \$20 by 11/20)

Childcare reservation fee\*: \_\_\_\_\_

(\$5/child – Non-refundable after 11/5)

Contribution to MUUSJN: \_\_\_\_\_

TOTAL ENCLOSED \_\_\_\_\_

\* MUUSJN covers all other childcare costs.



From the *InterConnections* Tipsheet

[4<sup>th</sup> annual Association Sunday events to begin](#)

[UUA Bookstore offers fundraising book suggestions](#)