

*News from the Board of Directors Meeting, March 11-13, 2007, Indianapolis*

## Board explores friendraising and fundraising

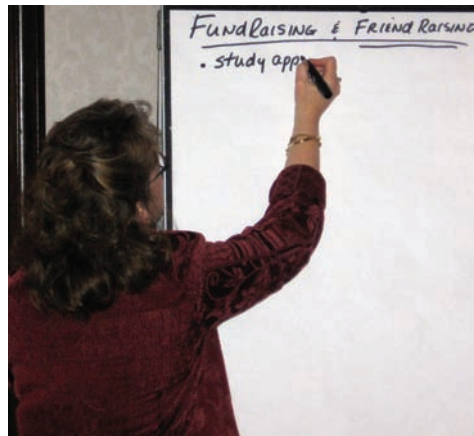
In two sessions, board members were invited to explore the meaning and possibilities of “friendraising” and “fundraising” for Church Extension, and to discuss ways in which they could participate.

Board Chair Gary Straub and Church Extension Vice President Ellen Mitchell showed a video, featuring TV newsman Hugh Downs, that presented ways in which members of the boards of not-for-profit organizations can become more directly involved in the life of the organization, and can aid in raising both awareness and donated funds.

The viewing of the second part of the video was followed by a discussion and brainstorming session, led by board member Karen Nolan, which yielded several ideas as to how the Church Extension board can participate in friendraising/fundraising, and the tools staff can provide to help them with this.

As he led his first board meeting as chair, Gary spoke about how the mark he wishes to leave from his

service—his “footprint”—is a greater understanding on the part of the board of ways they can spread understanding and goodwill for Church Extension, and more involvement by board members in generating donations and financial support for the organization.



*Ellen Mitchell captures ideas during the friendraising/fundraising session.*

## Jim Powell speaks to the board on the state of the church

As he does at every meeting, Jim Powell reported to the board on the state of the church. He shared the recent developments in the general church on assignment of the functions of Church Finance Council, and the reasons for the decision that Treasury functions for Disciples Mission Fund will not be taken over by Church Extension. The actions are still to be finalized, and require adoption by the General Board and General Assembly of the church.

Most importantly, Powell spoke of the major “adaptive challenges” facing Church Extension.

These are:

1. Become more proactive with congregational ministry planning/capital funding, and investment services.
2. Become a staff and board who thoroughly understand and act out of the heart of our mission, especially as it relates to our resource engine. (Including full appreciation of the tensions involved in providing affordable loans to congregations, relying on loan interest income as a primary source of operational funding, and the challenges of increasing net assets.)

3. Become more customer-driven in all of our work, developing a shared commitment to multiple ways of serving multiple needs, with timely response, easy use, and excellent quality.

### Board members share views on service fees

In its report to the final plenary session of the board, the Congregational Development Team, through its leader Deborah Morgan, shared its thoughts on fees for services charged by Church Extension. The group understands and supports the concept as necessary to financial viability, and in fact, through examples of other organizations, and experiences of board members and churches to which they belong, told of their thoughts that Church Extension fees are too low, and do not reflect the value of the services rendered. They suggested closer consideration of not only cost of delivery, but competitive pricing, and perceived value to the congregations.

# Board and staff discuss Invest to Bless

Members of the Church Extension team developing the new Invest to Bless service shared views with board members concerning this new service, and others under development. The Invest to Bless service will help individuals discover ways to invest in support of their congregation's loan, and discover the avenues and benefits of faithful investing in support of their personal beliefs and goals. The discussion went into depth concerning ways for Church Extension to make sure this service, others under development, and current services are respectful of and applicable to individuals and congregations from varied ethnic and cultural backgrounds.



*Board members Dwayne Bell and Bill Morrison discuss Invest to Bless with staff members Chris Clark, Rhonda McDougall and Maribeth Westerfield.*

## ***In other board meeting highlights ...***

### **Celebrating an 'Attitude of Abundance'**

Board worship was led by Deborah Morgan who invited all present to celebrate with her in an attitude of abundance; recognizing the many gifts given to individuals and the organization; and inviting service in recognition of the sufficiency of God's provision.

### **Director Yolanda Smith resigns**

Jim Powell reported that he talked with Yolanda Smith, and that, due to personal time commitments, she feels she must resign from the Church Extension board. Jim indicated that

he accepted her decision with sadness. The Executive Committee of the board is engaged in the process of finding a replacement.

### **Other board activity**

In other happenings, the board received and accepted the Audit Report from auditors Ernst & Young and the audit committee, and approved a series of revisions to the loan policies of Church Extension. The board also received reports from securities attorney Terry Eads; from the Church Extension Anti-Racism team; and from Church Extension marketing.

## **Board celebrates New Church achievements**

Rick Morse reported to the board on the number of new church plants (491), and said that New Church Ministry feels it may well reach the 500 congregation mark before General Assembly in July. This would put new church growth at the half-way point to its goal of 1,000 new congregations, with 13 years still to go before the original target date of 2020. Board and staff celebrated the excitement of church planting and growth.

## **Board welcomes honorary member**

Attending her first ever board meeting anywhere anytime was two-month old Joy Albert, daughter of member Barbara Albert. A recently arrived native of Fort Collins, Colorado, Miss Joy chose opportune times to share her opinions on board matters. All directors and staff in attendance agreed by consensus that Miss Albert was the cutest attendee at the meeting, in fact may be the cutest to EVER attend a Church Extension board meeting.

**Plan now to attend the Church Extension Dinner at General Assembly, July 21 at 5:00 p.m. Cynthia Hale, senior pastor of Ray of Hope Christian Church In Decatur, Ga., will be the featured speaker for "A Celebration of Abundance...A Challenge for the 21<sup>st</sup> Century." To order tickets, call 800-274-1883; en español, 866-534-1949.**