



"Add Your Spark to Our Flame"



JPD Chalice Lighters Tool Box Resources for Recruitment Drive 2006-07

Introduction

In alternate years, the Joseph Priestley District (JPD) Growth and Extension Committee (G&EC) organizes a congregation-by-congregation drive to recruit new Chalice Lighters. This is the year!

What is a Chalice Lighter?

A Chalice Lighter (CL) is someone who "Lights the Chalice" by financially supporting new and existing congregations in the Joseph Priestley District that have a vision and plan to grow Unitarian Universalism. A contribution of \$20 or more per call is suggested. There are three calls a year.

Why Recruit Additional Chalice Lighters?

- The Growth and Extension Committee believes that Unitarian Universalism is needed in our troubled world now more than ever. The world is hurting and so are individual people – we offer a religious home that many people are seeking as they cope with the stresses, questions, joys and pains of modern life. The committee believes that if more people were Unitarian Universalist there would be more peace and greater justice in the United States and the world.
- The JPD Chalice Lighter program has been and is extremely effective by giving \$20,000 grants to new and existing congregations that have a vision **AND A PLAN** to share and grow Unitarian Universalism. *The 6 Chalice Lighter grants giving in March and September, 2002 and January 2003 helped the six recipient congregations grow by 24%. The remaining 59 congregations in JPD grew by 3% during that same period.*
- More and more congregations are applying for grants. The committee does not want to say "no" to a congregation with a vision for growth and a plan to accomplish that vision.
- Regional associations (clusters) of congregations are now applying for Chalice Lighter innovative growth grants and we expect the overall number of grant requests will continue to increase. This signals great energy and opportunity for growth -BUT- the requests for support are exceeding our current limited funds.
- The Growth and Extension Committee has a policy of giving up to two grants (\$40,000) to congregations buying land or building because they have seen the positive impact of those grants on growth. However, they have not been able to award double grants in the last several years because of the increasing number of applications.

What is the goal?

Our goal is a new total of 4,300 Chalice Lighters. Chalice Lighters remain active unless they fail to respond with a contribution to three consecutive calls. If each congregation recruited 1 of 3 members (33%) as a Chalice Lighter we would reach and surpass our goal. Nine congregations have more than 40% Chalice Lighter participation, three congregations have over 50% and the Unitarian Universalists of Sterling (UUS) have 62% Chalice Lighter participation.

How is this possible?

After several bi-annual congregation-by-congregation CL recruitment drives, the committee has learned quite a bit about what makes for a successful CL drive in a congregation. Here are some key factors:

- An enthusiastic, organized and connected team of CL Ambassadors;
- Support from the Board, minister(s) and other staff;
- Having a plan;
- Starting early by designating a CL month and a CL Sunday;
- Setting a congregational goal and having the Board adopt it;
- A several week education strategy building to CL Month and Sunday; and
- Ambassadors and their helpers comfortable with personally asking members and friends and their spouses or partners (if they have partners or spouses) to become Chalice Lighters.

Can your congregation increase its CL participation to 33% or more? Yes! How do we know? Two years ago congregations of all sizes increased the % of their CL participation substantially during the CL recruitment drive. Here are some examples:

<u>Congregation</u>	<u>Mem's 05</u>	<u>New CL's</u>	<u># increase</u>	<u>% increase</u>
Restoration	85	13	43 to 56	45 to 66
Cumberland Valley	169	26	70 to 96	41 to 57
Centre County	268	31	65 to 96	25 to 36
York	264	50	78 to 128	31 to 48
Cedar Lane UU Church	866	47	266 to 313	31 to 36

What would be the impact of 33% participation?

If all of our congregations were at 33% participation and better we would have another 1,000 Chalice Lighters and that would mean the committee would be able to award another 3 grants per year. Wow.

Chalice Lighter grants have proven to be extraordinarily successful in growing Unitarian Universalism in the Joseph Priestley District. With an effective 2006-07 Chalice Lighter Recruitment Drive we will be able to increase the rate of growth. Thank you.



Chalice Lighters is a program of the Growth & Extension Committee of the Joseph Priestley District of the Unitarian Universalist Association.