

# TBA Development Committee Report

January 3, 2019

# TBA Development Committee Members

- Co-Chairs - Debbie Ezrin and Terry Korth
- Clergy/Staff Members: Rabbi Pokras, Janice Rosenblatt
- Congregational Members: Abbey Silberman Fagin, Lois Fishman, Connie Heller, Michael Wolly
- Board Liaison
  - Matt Rosenstock (thru 11/18)
  - Madeline D'Alessio (starting 11/18)

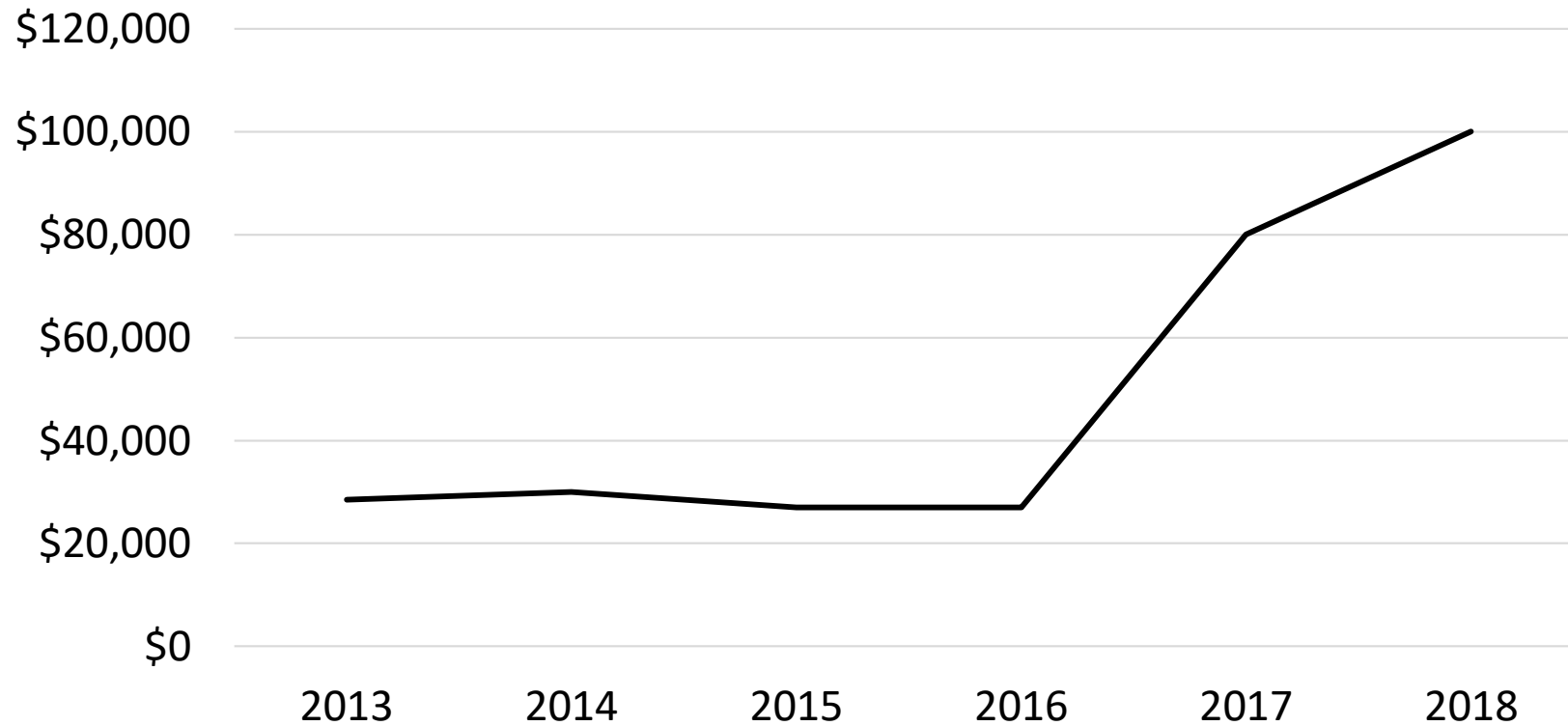
# Benchmarking Congregational Revenue Sources

## URJ vs. TBA

Revenue Source	URJ All Congregations (863 congregations)	URJ Large Congregations (50 congregations including TBA)	Temple Beth Ami FY19	Temple Beth Ami FY19 Budget Notes
Membership dues	55%	48%	47%	\$2,134,940 Includes Dues, Collections from Prior Years, Uncollected/Write Offs and Dues Relief
School tuition and other fees	24%	32%	46%	\$2,108,937 Includes TBANS, Machane, Kayitz, Bar/Bat Mitzvah, Confirmation, Graduation, Program Fees, Bldg. Rental, Retreats
Fundraising	21%	21%	7%	\$340,262 Includes: High Holiday Appeal (2.8%) General Endowment (1.2%) Restricted Endowments (1.4%) Chai Contributions (1.3%) Yahrzeit (0.3%) Interest Income (0.4%)

Note: Percentages listed for FY19 TBA budget figures for fundraising represent the percentage of revenue from each fundraising source as compared to the total TBA budget.

# High Holiday Appeal Revenue 2013 - 2018



## Notes:

- The years listed represent the calendar years in which funds were raised. Funds raised in each year are then allocated for the subsequent year's operating budget.
- In 2018, the funds raised do not include the \$50,000 challenge grant. The \$100,000 raised represents all other congregational giving to enable us to make a more apples-to-apples year to year comparison.

# Short Term Development Opportunities: High Holiday Appeal

- Revenue from 2016 to 2018 increased by 270%
- Need to set realistic goals for 2019 for total dollars raised and # of households giving
- 2018 Appeal included a \$50,000 matching gift – can this be secured in future years?
- Need to consider how this appeal fits into a potential new dues structure.

# Short Term Development Opportunities: Soliciting Businesses for Donations/Sponsorships

- Group 1: Businesses Paid Directly by TBA
  - Pro – Common practice by nonprofits to solicit their vendors
  - Challenge – Vendors may increase their fees to TBA to build in the cost of their donation
- Group 2: Businesses Paid By Congregants, i.e. B'nei Mitzvah/Weddings
  - Pro – They are already being solicited by others the community, so we are missing an opportunity by not doing so.
  - Challenge – Vendors may increase their fees to congregants to build in the cost of their donation.
- Group 3: All Other Businesses, including those owned by congregants
  - Pro:
    - Many have been successfully solicited by TBA in the past for individual TBA event sponsorships.
    - They are already being solicited by others the community, so we are missing an opportunity by not doing so.
  - Challenges:
    - Coordinating these solicitations within congregation, i.e. TBANS, Machane, Brotherhood, Women of Beth Ami.
- How does soliciting businesses fit into TBA's overall development strategy?

# Long Term Development Opportunities: Increase Endowment

Value of TBA Endowment: \$2,500,000

Annual Yield from Endowment: \$105,000 (4.2% yield)

Allocation of Endowment Revenue in FY18: \$55,000 for operating budget (1.2% of operating budget)  
\$50,000 reinvested unless requested for unbudgeted needs

Recommended Long Term Goal:

- 10% of the budget should be underwritten by the endowments to ensure long-term financial security
- This will require an increase in endowments by \$3,000,000 to \$5,500,000
- Timeframe TBD

# Long Term Development Opportunities: Special Events as Fundraising Opportunities

- Milestone event dinner/dances, i.e. Rabbi Luxemburg's retirement party, 40<sup>th</sup> anniversary of TBA, etc.
- Summer kick-off party/Oy Vey 5k



# Long Term Development Opportunities: Expand Our Culture of Asking/Giving

- Ask more regularly beyond high holiday appeal – consider the success of the 2017 prayer book fundraising effort
- Ask without guilt – increase our comfort level for asking
- Thanking donors – more personally, more timely, more visibly
- Create a culture of storytelling, i.e. high holiday stories from the bimah
- Promote planned giving to increase endowment
  - Engage current congregants who've made planned gifts
  - Special events for “Legacy Society” members, i.e. Hanukah brunch with the clergy

# Development Issues for Consideration

## Purpose of Development

- What will development revenue fund vs. dues?
- What are major congregational needs that would appeal to congregants via fundraising – capital needs? Operational needs?

## Staffing

- Role of Executive Director, clergy in fundraising
- New staff needed:
  - Development professional – higher cost/upfront investment
  - Communications professional – lower cost/upfront investment

## Donor Recognition

The historic culture of TBA has been less visible recognition vs. other congregations.

- Is that still who we are/want to be?
- How does that align with our need to increase fundraising revenue?