

# Outreach Team Charter 2018-19

## Section A: Name

1. What is the name of your group?
  - Outreach Team

## Section B: Purpose

1. What is the purpose of your group?

- To inform our surrounding community of East Shore Unitarian Church and the events/activities that happen here.
- As resources permit, assist with internal communications for large scale events.

2. How is your work related to one or more of our Unitarian Universalist Seven Principles? They are listed in the Overview Section above.

- We will address the following principles by how we treat each other in the group and in the church, by the language of our communications, and making others aware of how we apply of our UU Principles within our programming.
- 1st Principle: The inherent worth and dignity of every person;
- 3rd Principle: Acceptance of one another and encouragement to spiritual growth in our congregations;
- 6th Principle: The goal of world community with peace, liberty, and justice for all;
- 7th Principle: Respect for the interdependent web of all existence of which we are a part.

3. How does your group connect with East Shore's Mission and Vision? Please see the Mission listed in the Overview Section above. The full Vision based on the Mission can be found at [www.esuc.org](http://www.esuc.org) under Governance and Bylaws.

- Practice Love: through invitation
- Explore Spirituality: by providing pathways for people to explore all the spiritual paths we have at East Shore
- Build Community: by bringing the outside community in.
- Promote Justice: by communicating justice activities to the outside community

4. In order to intentionally live our mission in our daily team work, a set of Right Relations guidelines is recommended for all Committees and Teams. Do you have an agreed upon set of guidelines?

We respect and honor our beloved community, ourselves, and others when we:

Enter this space with a spirit of gratitude for this community and share it openly.

- Hold this community as sacred, balancing our personal spiritual needs with those of others to preserve a brave and safe space.
- Openly share our real selves, being vulnerable and trusting.
- Seek the joy and richness of diversity of people, experiences and culture.
- Embrace the voices and leadership of marginalized people in all areas of the church.
- Listen to others to discover their deepest needs and intent, with a willingness to be changed.
- Speak our perspective with honesty and respect, recognizing and caring about the possible impact on others.
- Commit to personal life-long learning of skills to help resolve and restore relationships through healing and forgiveness.
- Support the effectiveness of our staff, minister, board, and our congregational groups and committees.
- Strengthen and promote the values of our beloved community and Unitarian Universalism and carry them into the future and the larger world.

5. What relationship does your group have, if any, to the 2018/19 Ends? Ends are East Shore's goals.

- Grow membership by encouraging people to find East Shore and get to know what we are all about.

6. What are your group's specific goals for the next year? What impact do you expect from your efforts? If an activity is listed, what result do you expect from it? How will you evaluate the impact of your efforts?

- Represent East Shore at 5 Heritage Festivals to increase visibility in diverse communities. We will track by keeping numbers of festivals and those present.
- Increase visitor registrations by 10%. We will track by keeping records of visitor registrations.

- Increase social media followers – 10% for Facebook, and up to 250 for Instagram. We will increase posts and topics. We will track by seeing final numbers.
- Increase email subscribers by 10% by changes in our website. We will track by seeing final numbers.
- Launch an external facing website. Track by new website.

### **Section C: Group Structure, Leadership & Decision-Making**

1. Where does your group fit into East Shore's organizational structure – as a Board Committee, Ministry Team or Core Team?

- Core Team reporting to and working with Membership Development Manager

2. What are the minimum and maximum number of participants? To ensure community representation, no fewer than five members is recommended. If you have fewer than five members, please explain. Who are your current team members?

- Current Members: David Langrock (chair), Bill Austin, Sara Brannman
- 5-7

3. What are the leadership roles and responsibilities within your group?

- Chair, helps with budget and makes final decisions with Membership Development Manager

4. How are leaders determined, and what are their term limits? Committees, please explain any differences from the term limits recommended in the Overview Section above.

- Volunteer, or majority vote.
- Term limit is 3 years as chair.

5. What, if any, are the term limits for your members? Committees please explain any differences from the term limits recommended in the Overview Section above.

- No set limits currently

6. How are decisions made in your group (consensus, majority vote, officers, super majority percent)? What quorum is needed? Is email vote allowed?

- Majority vote of those present in the meeting.

7. How are records kept and passed on for your group? If you are a Board Committee, what one person on your team will send the meeting minutes to the Chair of the Archives Team?

- Minutes are sent to Membership Development
- We also have a google group that stores all emails to the team

8. How are members recruited and oriented to your team?

- Recruited based on interest on new member forms or conversations with team members.
- Recruited by helping with an East Shore outreach event.
- Oriented by being invited to a meeting, reading charter, and seeing “funnel method”

9. What, if any, qualifications are required for membership or leadership?

- You must be a member at East Shore
- Ideally, members would have some interest in community outreach.

10. How does your group communicate and collaborate with the larger East Shore community?

- We work with teams to promote events and activities that would be popular to the outside community.
- We welcome groups to work with us on coordination.
- We will communicate through esuc.org, Facebook, The Beacon, eblasts, OOS, posters, and verbal announcements
- The chair and Membership Development Manager are authorized to approve communications.

11. What one person on your team is authorized to approve communications publicized by Staff? Who is the designated back up person?

- The chair and Membership Development Manager

12. What types of decisions is your group authorized to make?

- Decisions regarding the website and social media accounts
- Decisions regarding the banner(s) around campus
- Decisions on any outside advertising within our budget.

13. What kinds of recommendations, if any, does your group make and to whom (Board, Minister, Staff, congregation)?

- Recommendations on events to be advertised to the greater public
- Suggestions to all about how to be more welcoming and engaging to the greater public

14. Does your group plan to sponsor any outside groups to use the church facilities? If so, please see Board Policy 1.16a and the Staff Procedures for Sponsorship of outside groups.

- Not at this time

15. What is the expectation for longevity of the group and the plan, if any, for disbanding the group?

- N/A

#### **Section D: Finances**

1. Will your group present a budget proposal to the Budget Team next year?

- Yes

2. If the Operating Fund is unable to grant the full amount of your budget request, will the group reduce its expenses or do its own fundraising?

- Reduce expenses

3. If your group plans to do fundraising, please describe how it will go about this. If you plan to solicit donations, use the following wording: "Your donation goes to East Shore's operating funds which supports (name of your team) and other programs."

- N/A

4. What kind of decision process exists for how money is used?

- Majority vote of those present in the meeting.

5. Which one person on your team is authorized to approve team expenses? Who is the designated back up person?

- Chair and Membership Development Manager

6. Does your group have the need for a Prudent Reserve (funds set aside to hedge against a contractual liability)? If so, how much and what for?

- NA