**UMEM 50th Anniversary   
November 8, 2018 – December 2019**

**Celebrating Connections & Compassion Coins***for the gift of two coins bears more weight in the Kin-dom than gifts given without cost*

**Desired Outcomes/Our Plumbline:** Tell our story, raise funds, become visible or more visible, recruit volunteers and board members, and mission teams, also customers and donors; rekindle past connections, say thank you, use information in historic records, brag about our stats, lift up our EUB history, write the history of UMEM; celebrate and thank the remnants of the founding generation; create new revenue streams; **increase connection between the locations;** discussion; information about **all three sites** at each site; linked Facebook pages.

***Design Team:*** Marcia and John and Luci and Bonnie M, Dan  
 Action: Suggestions from Karen - Charlie Howard and Chris Bethune.  Liz Marble at Strong UMC continues to gain momentum as an advocate not only in the church but in the area. Linda Campbell Marshall was a strong advocate.  Unfortunately, Charlie Hinckley (Kingfield) has died but it would still be good to give him a shout out.

Contact Info for other partners  
1. The Rev. Dr. Pamela Morse, Sugarloaf Christian Ministry 207-237-2304[pam@sugarloafministry.com](mailto:pam@sugarloafministry.com)   
 Mission Partner - connect to donors in service area, newsletter to carabasset valley, website- March 7

2. Bev Stenmark – program at her church - RIM District

3. Irving and Brenda Ouelette – event at church?

4. Bill Meyer – former director, when to include – with other former leaders?

5. Dan Dolan – event at church?

6. Former Board Chair, Carol Stevens – taking lead on spring event

7. Dan or Meg Queior - ??

8. Invite all mission teams – Ministry Partners status, event at their churches…

9*. Other churches: Bow Mills, Fisk, Concord NH, NY churches*

***Our Target Audience Design:*** Service Area local communities and churches,average pew sitters, our clients, previous staff, volunteers, Board members, mission teams, donors; NEAC leadership, people under 35; Mechuwana campers; local school. Sen. Susan Collins – Tom Saviello – Jan/Russell - Janet Mills is local  
 **Action: create lists and determine what invitations to extend.**

**Dee building Leadership Log *- list of names and faces to celebrate – alive and deceased:***Charlie Hinkley, former Board members; former staff; clients; churches who have sent mission teams, encouraging them to send pictures; community support — Sugarloaf, fuel suppliers, loggers. local business and tradespeople; backpack donors; recipients of services who have become participants.

**RESOURCES** Action: Create list or page of resources available -  ***including flyers, stickers (Lori), donor packet (Development team), Ambassador kit (Michele?), PPT – Lucy updating, website – awesome!, and Testimonials***

M***ission partners handout(being updated)***

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| **Date** | **ACTIVITIES SUMMARY** |
| November 5 | ***UM Catalyst announcement DONE***  ***Check wit Karen/Lori on Coin project – launched!!*** |
| *November 2-5* | ***MME invitation went out…*** |
| November 8, 2018  Annual Meeting | ***Kickoff event – announce “every 50 days”  announce year-ways to support – winter appeal – coins, logo, website, bring socks – MME coin drive DONE- great socks collection – picture posted?*** |
| **Immediate and Ongoing** | Invitations and bookings – church events/presentations, Ministry Partner communications, follow up thank you’s  ***Do we use Joe’s letter in MME District?*** |
| December 15 | Tree Lighting – Sugerloaf folk bring in gifts  Amanda and Dee attending.  Take 1) **UMEM flyers,** 2) Donor and Ministry Partner packets, 3) Handout -**Wish list….donation instructions**  **UMEM Pens** and Thank you cards – written by clients? |
| **December - second week** | **Annual Appeal letter – 50th – thanks – request gift cards and cash – Michele first draft, Marcia mailing** |
| Dec 28 or 31 | Mission Partners Agreements deadline |
|  | * Follow assignments by annual meeting |
| Jan 16 – first 50 Days Event BD mtg – Jan 12 10 to 1pm Winthrop/Showhegan – near Solon | **ReLaunch Ministry Partners Materials UMCatalyst Note: Seek Roof donations** |
| January | Annual Conference prep : write resolution for Annual Conference – 50th anniversary info – mission moments in agenda – focus on thank yous –  *Action: Michele contacted Kelly Santiago - we are on list* |
| March 7 – Second 50 Days Event  Bonnie take lead with Pam…copy Dee fyi and participant near US National –  Board Meeting approved Missional Partner…fund to funds  Could use stickers – for visibility – conference idea- silent auction – US Nationals on site – talk again in early January  Bd meeting – March 21 at Winthrop | Sugarloaf partner activity- ask Pam/Earl(owns Deli) Thursday – coins collection(February to March 7?, stickers at deli? – maybe some sort of ski tournament like a golf tournament – a slope oriented project, A dinner, who can she introduce us to for cultivation…open house at bar…meet and greets – silent auction – an item at Conference? |
| April 26 – Third 50 Days Event  Easter 4/21 Bd Meeting May 16 | NME -MME District Event – **Location TBD -**  bring food and cleaning supplies – **honor local donors – Howland affirmation – leadership Carol Stevens -** Founding Stories theme and tour(virtual?) |
| June 15 – Fourth 50 Days Event  Bd Meeting – July 17 - Strong UMC UMEM picnic | - Blessing of Mission Teams, resolution, 5 min gig - Annual Conference Activity |
| Aug 4 Sunday –Fifth 50 Days Event  **AC Resolution – UMEM Day?? And ingathering of ???** | UMEM Open House at Howland or Salem Bikers Tour of all Sites? Laura |
| Sept 23 – Sixth 50 Days Event  Bd Meeting Sept 21 - Farmington | Thank You Party – Location: Winthrop??? Bring coats |
| Nov 12 - Seventh 50 Days Event  OR Thur 14 | Annual Meeting - review and celebrate the year’s events – launch something else….Endowment focus? |
| Dec 31-Jan 1 – Eighth 50 Days Event | Due Date for Coin Collections, also Mission Partners and Annual Appeal |

***TRACKING FOR GOALS Desired outcomes*** ***for 50th celebrations***

**1. Write and produce comprehensive history – Dee?**

**2. Increase recognition of UMEM throughout New England**

UMCatalyst piece – Oct/Nov – w/Beth  
 Ask Bishop to attend one thing….  
 Sales at Local Churches – aiming for 50  
 1)Wesley Concord 11/18, 2)AUMC Chelmsford 12/18, 3) Brunswick…

**3. Securing 50 new sustaining partners** Ministry Partners Process and individual goal  
 TODO….confirm amount and criteria – and recognition symbols

Prospects: Belgrade, Fisk/Natick, NH…..

**4. Increase family donors from historical records** Dee compiling list – then do some marketing

**5. 50 presentations by Board members and Ambassadors**

1) Neil at \_\_\_\_\_

2)

3)

**6. Operating in the black**

Now have better info

**7. Adopt a business plan which includes a development plan**

**8. Celebrate staff**

**9. 500 Facebook likes – can three sites track?**

**Communications**

Facebook Cover Photo: Include with logo on Nov. 1st, all three UMEM FB pages DONE – repeat in ongoing communications.

*We’re excited to unveil our new logo to help kick-off the United Methodist Economic Ministry’s 50th Anniversary celebration!!!****We’ll rejoice in our work while continuing our mission with a celebration or event every 50 days from November 2018 to November 2019!*** *Check out our updated website* [*umeconmicministry.com*](https://www.umeconomicministry.com/) *and Facebook pages for information and updates and throughout the year!*

**Other Development Activities Underway**

1. **Updating Mission Partners materials and supplementing communications, assign calls!!!**
2. **Donor tracking System – deposits/gift acknowledgements – Michele creating and Marcia finishing up work on mailing list file for Michele’s system.**
3. **Maine Foundations – places we could apply – building capacity – Dee to send to Bonnie  
    Michele exploring NME District fund**