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| Tommy's Notes HLUMC Dream Weavers – June 6, 2021 Building & Finance Group |
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| Tommy Lawing Jr | Russ Ford | Chris Jandebour | Harry ?? |
| Gene Magnarini | Anne Mulholland | Lexi Jandebour | Caden Jandebour |
| Reid Jones | Bennett Jones | | |

1. We must grow the congregation in order to grow the number of donors.
 - * “Stretch” - We need to ask for more money. We need donors to stretch.
 - * “Pull” versus “Push” – Charge credit cards each month for a member’s pledge instead of waiting for him/her to send it to us.
 - * “One-Time” versus “Multiple Times” – The new model at universities, large charities, etc is a one-time, annual campaign instead of a Pledge Campaign for 6 to 12 payments.
 - * How to reach members who do not pledge but do/will support our church?
 - * More Transparency. Share more financial data with the congregation and more often

2. Increase the stream of income that is not dependent on congregational giving.
 - * Reduce our reliance on congregational giving from 95% to 75-80%?
 - * Raise money from non-members / neighbors / etc
 - * BBQ – How about multiple “cut down” less labor-intensive fundraisers? Fish fry?
 - * Monetize more of our facilities
 - * Gym rental.
 - * How about a Neighborhood Basketball League like PBC’s Men’s Softball League?
 - * Rent the Kitchen?
 - * 25-30,000 sq ft of rentable space. Partner with a commercial Realtor?
 - * Like Sharon UMC did with Childress-Klein and APEX
 - * HLUMC is “the best place to hold your wedding” !
 - * Advertising Revenue – from livestreaming? From website?

- * Movies On The Lawn and/or Food Trucks?
 - * What about alcohol? Or enlist a local brewery as a movie sponsor
- * Capitalize on being on the Light Rail/Trolley line
- * Sell Mattresses, Fruit or Coupon Books (Chic-Fil-A or Krispy Kreme)
- * Gift Shop or Book Store (like Myers Park UMC)
- * Resale Store – Old Clothes / Old Furniture

3. Light Rail

- * HLUMC is the only Methodist church on the light rail.
 - * "Make Tracks to HLUMC"
- * Rent parking spaces - weekdays (\$1/day) or Panthers games (\$5-10)
- * Rent the 2nd floor
- * Rent the Cub Scout/Brownie Area under the Gym

POSTLUDE: After the meeting, several folks suggested:

- Renting parking spaces in our lot for Panthers fans (\$5-10/parking space)
 - Offering hot dogs or grilled chicken to Panthers fans
 - Arranging for a food truck or two to be available
- If there is serious interest in this idea, marketing should begin at least 30 days before the first game.