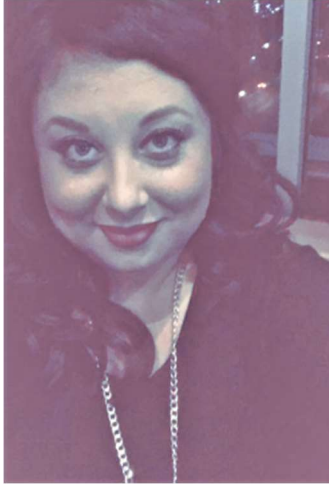


# Development Specialist

Erin L. Frasier



The Kansas-Oklahoma Conference made the decision to implement formal development efforts in 2020 by hiring Development Specialist. The first twelve months of work revolved around learning about the United Church of Christ, assessing the needs of the Conference, and building the infrastructure needed to begin creating the foundation for a success. These activities included choosing a database to meet the Conference's data storage and reporting needs, data cleanup and migration, and the setup of campaigns, online payment pages, and donor accessible areas within the database.

*This year* has brought a number of changes technologically as well, as the Conference's database was acquired by another company. While most functionality has remained the same, some forms of integration and process have been updated and improved, creating a new learning curve. Erin is only contracted to work 30 hours per month with the Conference, so the process of putting the fundraising foundation in place will remain a slow one, but it is coming along! A few highlights of current/recent work:

- Thank you letters and email segmented by campaign
- Monthly donation data upload and
- Thank you cards and receipting for non-virtual gifts
- Creation of events and landing pages for events
- Development Task Force job description & other board approved materials
- National connection for development resources
- Development calendar
- Gift acceptance policy
- Analysis of giving data
- Goal setting for 2022 (including OCWM)

The work that I have done for the Kansas-Oklahoma Conference has been incredibly fulfilling, despite how strange of a landscape COVID has created (especially in

fundraising). Two of my favorite things in the world are travel and getting to know people, and under normal circumstances, not much would have stopped me from getting out to our churches, getting to know our members, and immersing myself in the amazing work of the UCC, so that knowledge gained could be implemented into my work. These days, the slow process of developing a fundraising emphasis is slowed by the necessary reliance on technology and working in a 100% virtual space.

The Kansas-Oklahoma Conference has an inspiring mission, is made up of amazing churches and people, and I am blessed to be entrusted to help further it for everyone in our communities!