

Urantia Book Fellowship Finance Committee report - Jan. 2010

1. Total donations for 2009 - \$254,630 (\$25K over projection)
2. 313 unique donors (115 auto debit donors, up 22 from last year)
3. More than doubled our email list from 1790 to over 4200 of over 8000 on our snail mail list.
4. Goal for 2010 is to raise \$267K from donations
5. The plan for 2010 is the same as last year, to target email solicitation to our new email list of over 4000. Unfortunately, IT was unable to set up our campaigns last year as we had hoped, but we should be on track from here on.
6. First campaign is called "Adopt a Paper". Our goal is to raise \$100K to pay for the 10,000 Urantia Books we purchased last year from Donnelley & Sons printing company.
7. Second campaign is to "Sponsor a Key Word or Phrase" for internet optimization and SEO. We are working with David Kantor in his new position as web master to determine the appropriate words or phrases we will be running in order to maximize visits to our web site and then work to get each new visitor to give us their contact info. This campaign will be a joint effort with Uversa Press who intends to market the UB to potential new readers who sign on through this new campaign.

The Finance committee members are: Don Green (sec'y), Robert Burns, Christilyn Biek Larson, Ken Raveill, and me.

John Hay – Chair