



## ICON Forms a New Taskforce

In January, ten volunteers began meeting to support ICON on various projects and brainstorm ideas for improving the organization's public identity.

Two years ago, the Jesus MCC Justice Fund hired Dan Funk as its Justice Minister and loaned him to ICON to serve as Executive Director. One of the objectives of this generosity was to build a financially self-sustaining statewide faith-based network of affirming congregations and individuals. While all the relevant numbers have been moving in a strong positive direction, they are not moving rapidly enough to make ICON self-sustaining anytime soon.

Clergy and religious professional endorsers on the ICON Civil Rights Legislative Letter have grown 69%. Clergy endorsers on the ICON Legislative Letter opposing a constitutional amendment defining marriage have gone from zero to 176. Congregational membership in ICON has grown 92% and individual membership has grown from 12 to 126. Annual income has grown 579% and provides ICON to currently cover all operating expenses except for the salary and benefits of the Executive Director.

The ICON Board of Directors estimates that for ICON to become self-sustaining, it needs an active membership of 1,200 individuals and organizations.

To achieve this target, the ICON Taskforce was formed and has been working on the following important projects: (a) Inlaws & Outlaws screenings throughout Indiana, (b) polling individual and organizational members and non-members to determine what they think and feel about ICON, the value of membership, and reasons for not being financial supporters, (c) ICON name recognition, and (d) funding sources.

Surveys were recently sent by email to 1,152 ICON contacts. The response to the surveys was exceptional. The expected benchmark for surveys responses is 10 to 12%. ICON Member Organizations responded at a rate of 24% and Individual Members at 45%. The response rate for non-members was 17.5%. A professional with expertise in nonprofit membership organizations has analyzed the data collected and made recommendations for a membership strategy. ICON will begin implementing this strategy in Mid-May.

Taskforce members are also soliciting congregations in Fort Wayne, Terre Haute, and Northwest Indiana to host screenings of the film documentary [Inlaws & Outlaws](#). This film has been show eight times to audiences in Indianapolis and Bloomington with overwhelming positive response to it



**Taskforce Members Answer Phones at the March WFYI Pledge Drive**

Front Row: Ryan Batsie, Jeff Waltz, Virgene Cline  
Back Row: WFYI Trainer, Estelle Kinkade-Wilson, Jenni Clarkson, Jacquie Scott, Cedric Reynolds



**Taskforce Works & Has Dinner at Aesop's Table on a Comfort Food Monday**

Pictured are Kim Opsahl, Carla Peck, Jacquie Scott, Dennis Stull, and Keith Phillips

message. Our goal is to educate people of faith in Indiana and raise awareness of the importance of recognizing the families of all couples living in loving committed relationships.

In the coming months, ICON will report progress on these and other initiatives being undertaken by the Taskforce. ✂

## **Giving Political Voice to Fair-minded People of Faith**

If you would like to be a part of this group of individuals with a strong sentiment for doing justice, contact ICON at (317) 722-0236 or [dfunk@ICONindiana.org](mailto:dfunk@ICONindiana.org). Even if you don't live in Central Indiana, there are ways for you to participate.

For information on becoming one of the 1,200 members needed for ICON to become self-sustaining, click [\[HERE\]](#).

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