



# Dateline

Monthly News Bulletin

Volume 14, No. 9

September 2005

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*DignityUSA works for respect and justice for all gay, lesbian, bisexual and transgender persons in the Catholic Church and the world through education, advocacy and support.*

## DignityUSA Leaders Start Process for Long Range Plan

Twenty-one current and former leaders of DignityUSA met in Chicago August 6-7, 2005, to start the process of creating a long range plan for the organization. The weekend involved small group and large group discussions ending with the beginnings of a 5-year strategic plan based around six goals.

The work began with small groups looking at the data collected by the survey that was available at the convention and online for members to give their input as to the important issues facing DignityUSA, as well as the areas they are willing to support. Some surprises discovered in looking at the data included the number of members concerned with the full inclusion of women in the church and the need/desire for a new theology of sexuality. After sharing small group discussions, the whole group came up with six (6) reoccurring themes:

1. Identity/Self Identification
2. Leadership and Talent Management/Organizational Development
3. Advocacy/Coalition Building/Education
4. Membership – both individual and chapter
5. Communication
6. Financial Stability

Then, working in small groups, each group took one of these themes and created a goal for DignityUSA for the year 2010. These goals were discussed and modified by all assembled, then re-worked by the small groups. Strategies to attain these goals were added with thought as to what should be accomplished by incremental years 2006, 2007 etc., in order for the goal to be accomplished by 2010. As time ran out for the weekend, some groups took their Strategic Plans home to continue working on the strategies.

The initial result of the weekend was a list of six (6) goals for 2010, including a strategic plan for each. These preliminary goals will be further refined and clarified and then given to the DignityUSA Board of Directors to consider for adoption at their next meeting in October. The preliminary goals are:

**Goal 1: Identity and Redefinition — DignityUSA will be widely known as having led the development and articulation of an affirming theology/sexual ethics of and for the GLBT Catholic community and allies that reflects and guides how we fully live our faith in church and society.**

**Goal 2: Organizational and Leadership Development — DignityUSA will have a continual supply of capable leaders that can engage and draw people toward the DignityUSA**

*Continues next column*

vision and aspirations, while effectively directing and managing the organization's operations.

**Goal 3: Education and Advocacy — DignityUSA will effectively advocate and communicate change in the Church and society for the full inclusion of GLBT people through education and coalition-building.**

**Goal 4: Membership — DignityUSA will increase net membership by 3,600 members by 2010 (500 in 2006, 550 in 2007, 700 in 2008, 850 in 2009, 1000 in 2010) and increase membership diversity through greater participation by women, ethnic minorities, and the straight community.**

**Goal 5: Communications— By 2010, DignityUSA will have a nimble and highly effective communications operation (paid staff and volunteer advisors) in place to forcefully communicate DignityUSA's vision and advocacy internally and externally. This communications team will advise the National Board of Directors by defining key audiences and strategies for reaching them. The team will provide professional support and expertise to the fundraising, membership development and administrative functions of the organization.**

**Goal 6: Financial Stability – DignityUSA will have the financial resources and independence to carry out its mission and ensure its long-term viability, including a \$3 million endowment by 2010.**

The DignityUSA Executive Committee wishes to thank all those in attendance at this meeting who so generously contributed not only their time, expertise and knowledge, but also their finances. Each person paid their own expenses to be there. DignityUSA is truly blessed with intelligent and generous people willing to work hard for the good of the organization and its members.

### Correction

In the August edition of *DATeline*, there is an article entitled, "Awards Presented at Convention 2005."

In addition to those mentioned, an award was presented to the Hills-Dolan Family (Paula Hills, Patty Dolan, Kerry Rose Dolan and Keegan Hills Dolan). Their family portrait played a prominent role in publications promoting the "DignityUSA Calls It Love" campaign in 2004.

Our heartfelt thanks to the family.

We apologize for the omission in the referenced article.

### DignityUSA Vision Statement

DignityUSA envisions and works for a time when Gay, Lesbian, Bisexual and Transgendered Catholics are affirmed and experience dignity through the integration of their spirituality with their sexuality and, as beloved persons of God, participate fully in all aspects of life within the Church and Society.

## Convention 2005 Experiences

We asked two of our Convention 2005 attendees to share their convention experiences with us and you. In an attempt to get different perspectives, we invited experiences from a first-time attendee and from a person who has attended multiple conventions.

Last month, we brought you a report from Kevin Shellooe of **Dignity/San Jose (CA)**, who has attended multiple conventions. This month we are happy to bring you a first-timer's report by Bart Coyle of **Dignity/Sarasota (FL)**.

"Being a member of one of the newer **DignityUSA** Chapters, I wasn't quite sure whether it would be of any advantage to attend a **DignityUSA** national convention. I did, however, think that it may be a good opportunity to visit my hometown — Philadelphia, PA. So I began to look forward to a trip up north and going home to Philly.

"I was a little reluctant about attending the convention because I really didn't know anyone. Upon arrival at the convention site, I was greeted warmly and began to feel that I was in for a big surprise. It was indeed a most pleasant surprise.

"My past life was occupied as an accounting/systems manager for a large petroleum company. The position required that I attend a lot of offsite conventions and conferences. I am totally honest when I say that in my career I have never attended a convention as well organized and informative, not to mention fun, as the **DignityUSA** Convention in Philly.

"One of the kind gestures offered to me personally by the organizers — who did not know me from Adam, was the invitation to bring panels from the Sarasota (FL) Community AIDS Quilt to be displayed in the convention Chapel, along with the Shower of Stoles. If that wasn't enough, Episcopal Bishop Gene Robinson took time out of his busy schedule to go to the Chapel to bless the panels. This loving and caring gesture honored not only our **Dignity/Sarasota** Community, but also the entire HIV/AIDS support network in Sarasota, Florida.

"The convention offered me an opportunity to visit with Fr. John McNeill, a dear mentor and friend of **Dignity/Sarasota**, as well as to see the documentary about his life.

"Attending Sister Gramick's seminar was both an honor and real learning experience.

"To have the opportunity to listen to the host of talented Gay men and women and friends, who spoke or conducted workshops at the convention, was well worth the price.

"Finally, I think what impressed me most was not only was I home in Philly; I was also home with my GLBT Catholic brothers and sisters.

"Conventions like these are generally meant to reinvigorate the community. I think it is safe to say that the planners, organizers, speakers, attendees and sponsors should be proud that they have truly succeeded in that effort.

"Thank you **DignityUSA**, **DignityPhiladelphia** and everyone involved for a truly uplifting and spiritual experience."

**Happy Anniversary  
& Congratulations to:**  
**Tampa Bay (FL) - 29 Years**  
**Rochester (NY)\* - 30 Years**  
**\*A Dignity/Integrity Chapter**

## "Building Brand" with the DignityUSA Logo

From time to time, member chapters of **DignityUSA** have requested electronic versions of the **DignityUSA** "cross" logo for use in marketing materials. **DignityUSA** is pleased to make the logo available to chapters for such uses.

We offer a few general guidelines to help maintain consistent use of the national logo in chapters that wish to use it in publications, advertisements, T-shirts, or their own websites. For example, the logo is designed in three colors: dark blue (Pantone 281), lavender (Pantone 240), and gold (Pantone 124). Since consistent usage of a logo builds brand recognition, the logo should be printed only in those colors or in closest-possible equivalents. If multiple colors aren't available, it is acceptable to print in solid blue or black. The logo should also contain the trademark (TM) symbol and, whenever possible, the tagline "Gay, Lesbian, Bisexual & Transgender Catholics."

**DignityUSA** also welcomes chapters to adopt the "cross" as part of your chapter logo, as many chapters have already done. We kindly ask that you refer to **DignityUSA**'s online Style Guides for guidelines on colors, typefaces, and positioning of your chapter name in relation to the logo. For example, we ask that other pictures or icons not be used alongside the cross so as not to detract from it.

The **DignityUSA** logo is a trademark of our national organization. Consistent treatment of the logo builds "brand identity," creating a singular image of **DignityUSA** as a strong organization in the minds of our members and the public at large!

For more information about using the DignityUSA logo, as well as links to downloadable logo files, please visit [www.dignityusa.org/logo.html](http://www.dignityusa.org/logo.html). For specific details about how to incorporate your chapter name into the **DignityUSA** logo, please go to [www.dignityusa.org/logochapter.html](http://www.dignityusa.org/logochapter.html).

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## CTA National Conference Discount

**Call to Action's (CTA) 2005 Conference** will be held in Milwaukee, WI, November 4-6, 2005. This year's theme is "Religion, Money, Politics: What's God got to do with it?"

CTA's annual national conference is a celebration of over 3,000 people creating "the church they want to be." Presentations focus around the themes of spirituality, church reform, and peace & justice. The conference liturgy and a variety of daily prayers are often a highlight.

We are able to make use of a group discount rate for **DignityUSA** members who wish to attend this Conference if we have 10 or more registrants, the charge will be \$145 per person. If you wish to take advantage of this discount, please send your check, made payable to CTA-USA and the registration form to our national office, DignityUSA, 1500 Massachusetts Ave. NW #8, Washington, DC 20005-1894, by September 20, 2005. At that time, if we have at least 10 registrants, we will send the registration forms and checks to CTA.

If you don't have a registration form, you can go to <http://www.cta-usa.org/conference2005/registration.pdf> and print one.

For further information on **Call to Action** and details on the 2005 national conference. Go to [www.cta-usa.org](http://www.cta-usa.org).