



To whom it may concern,

I have developed 3 years worth of fundraising and business models to support The Satanic Temple. These models include donor, grant and sponsorship strategies. One model is a brick-and-mortar based fundraising strategy for Salem Art Gallery. These inclusive plans take into account the financial needs, competencies and perspectives of any sub-organization. The plans require little to no upfront costs-- as this was my primary aim. In these plans, you will see every preliminary facet of how these concepts can best come together with great sensitivity, inclusion, and respect for the feelings and roles of long standing contributors.

However, I now hesitate to share this comprehensive fundraising plan. I am worried that unclear decision making hierarchies may prevent me from effectively pitching these concepts, much less seeing them through to completion. I have gone to great lengths to ensure my pitches include the perspectives of stakeholders and relevant decision makers. My hesitation comes from the following: without a clear idea of who is making decisions, I could unwittingly put my position in jeopardy. So, I feel stuck without an answer to this:

**What are the exact hierarchical roles and responsibilities of myself, Executive Ministry (EM), and Administration?**

In order for this question to be answered, I needed to reference comprehensive organizational charts that take into account all organizations within the umbrella of TST. I've included organizational charts mapping my understanding of The Satanic Temple and the related companies. Please review and confirm these charts.

Your organization has done a great job of developing the structure of TST Chapters. By confirming that same level of structural development to the wider organization, Executive Ministry will have greater control over all facets of the org. It will also allow more people to do what they are best suited for more effectively and efficiently. In order for me to effectively communicate, coordinate, and raise funds, I need to understand the structure and roles of all throughout the organization. Now, if this were a job I didn't care about, I would avoid seeking to solve underlying causes of dysfunction that will hinder my performance. I would "simply" do "just fundraising" -- putting together the lists of donors and manage them in a haphazard way without integrations into the existing structures, any influence on marketing and media, continually dramatic and spinning wheels. I am capable of doing "just these tasks" for a time until I'm fired for ineffectiveness.

However, not only do I want to keep my job, I believe this is the most important cause of our time to fight for. So, I will offer the best guidance I can, even if it's unwise politically. I assume that I've been hired for my expertise. I will assume that informed, polite and competent recommendations/methodologies for how to fundraise are welcome. This ultimately is a plea to be permitted to do what I do well -- identify underlying causes of organizational dysfunction through welcoming productive conflict, development of business driven plans all supported by strategic integrated marketing/PR.

I am asking to provide long term solutions to the problems brought on by unclear roles and malleable hierarchical structure. Rather than pursuing a less effective strategy to avoid sticking my neck out I chose to research the issue in addition to all work developing fundraising strategy. For my own understanding of the organization, its decision making and hierarchy the following document was developed. I hope you find it helpful as well.

Thank you,

Ada King  
Director of Fundraising  
The Satanic Temple



# United Federation of Churches

## Organizational Decision Making Tree



## Roles of Sub-Organizations

### United Federation of Churches LLC

Registered The Satanic Temple as a trademark

**Doug:** Resident Agent

**Malcolm:** Manager

### The Satanic Temple (DBA of UFC)

Religious Organization (applied for 1023) whose members support campaigns based on tenets.

TST organizational structure outside of EM exists to support chapters and campaigns.

**Doug:** President, Treasurer, Director

### Reason Alliance ([lable here](#))

Limited Partnership (LTD)

Doug - Director

Malcolm - Director

### Sixty Four Bridge LLC

Museum/Gallery property owner

Malcolm: Owner

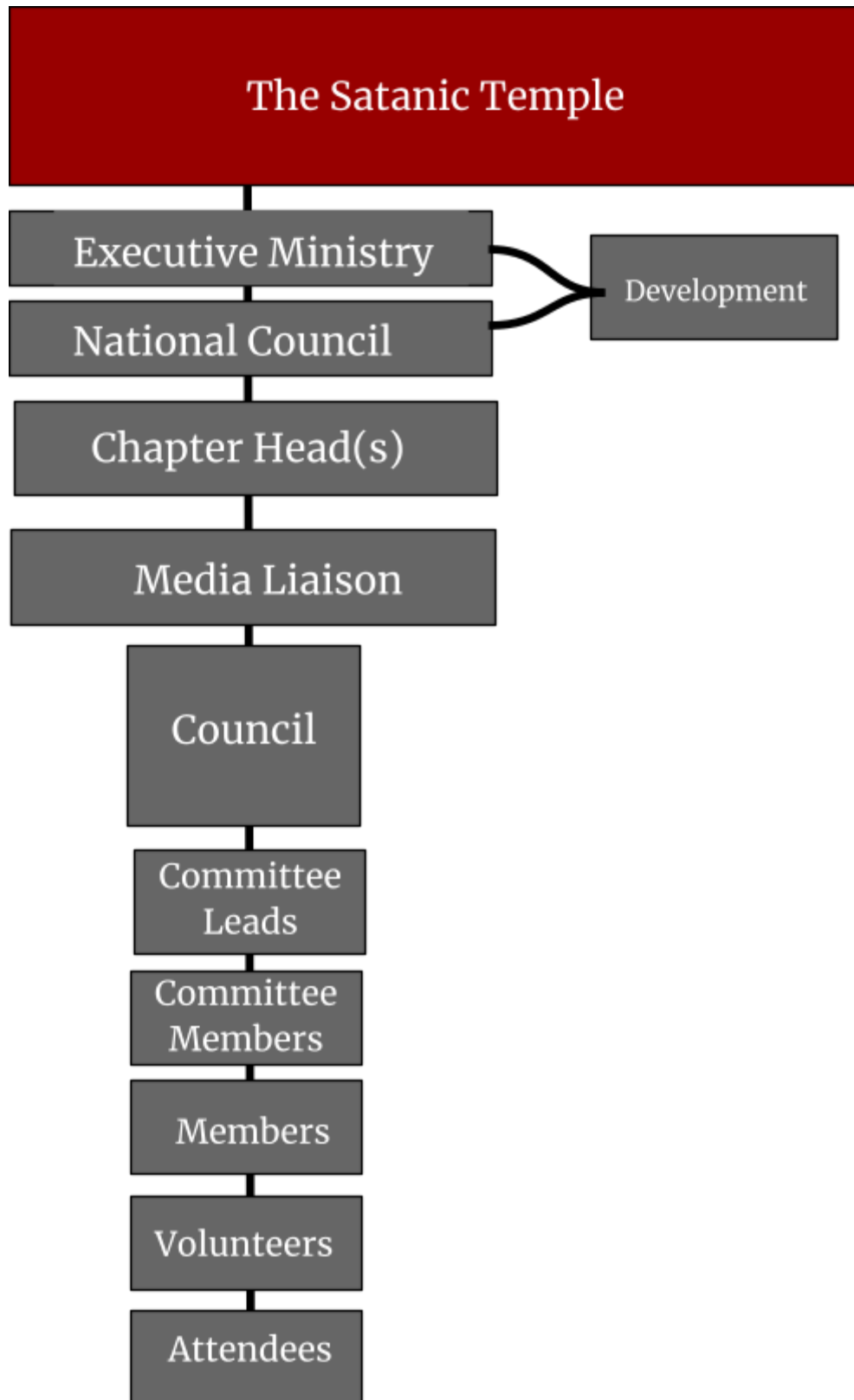
### Salem Art Gallery

DBA for Sixty Four Bridge LLC



# The Satanic Temple

## Organizational Decision Tree





# **The Satanic Temple: Roles and Responsibilities**

## **Executive Ministry**

Runs and oversees TST and decides its structure, directives, priorities, and policies  
Develops, controls, and administrates non-chapter campaigns, events, lawsuits, initiatives, and directives

Veto override NC when appropriate

Runs and controls TST Finances

Accounting

501(c)(3) compliance

Email

Merch design

Merch fulfillment

## **Administration**

Handle all non-Facebook and non-Twitter Social Media

Web design and management of internet services

Merchandise creation

Consult with EM on TST image

Consult with TST on appearance of, and operation of, HQ

## **National Council**

Points of Contact for Chapters

Vote on all national and organizational structure, initiatives, etc.

## **Chapter Head(s)**

Final decision maker for chapter, responsible for report filing with NC

## **Media Liaison**

Interfaces with press, acts as spokesperson for chapter

## **Council/Governing Board**

Works with Chapter Head and Media Liaison to come to decisions in the chapter

## **Committee Leads/Members**

Leads administrate events, accounting, family meals etc.

Members of committees perform tasks assigned by leads

## **Official Membership**

Must sign/agree to codes of conduct per chapter and maintain participation

## **Volunteers**

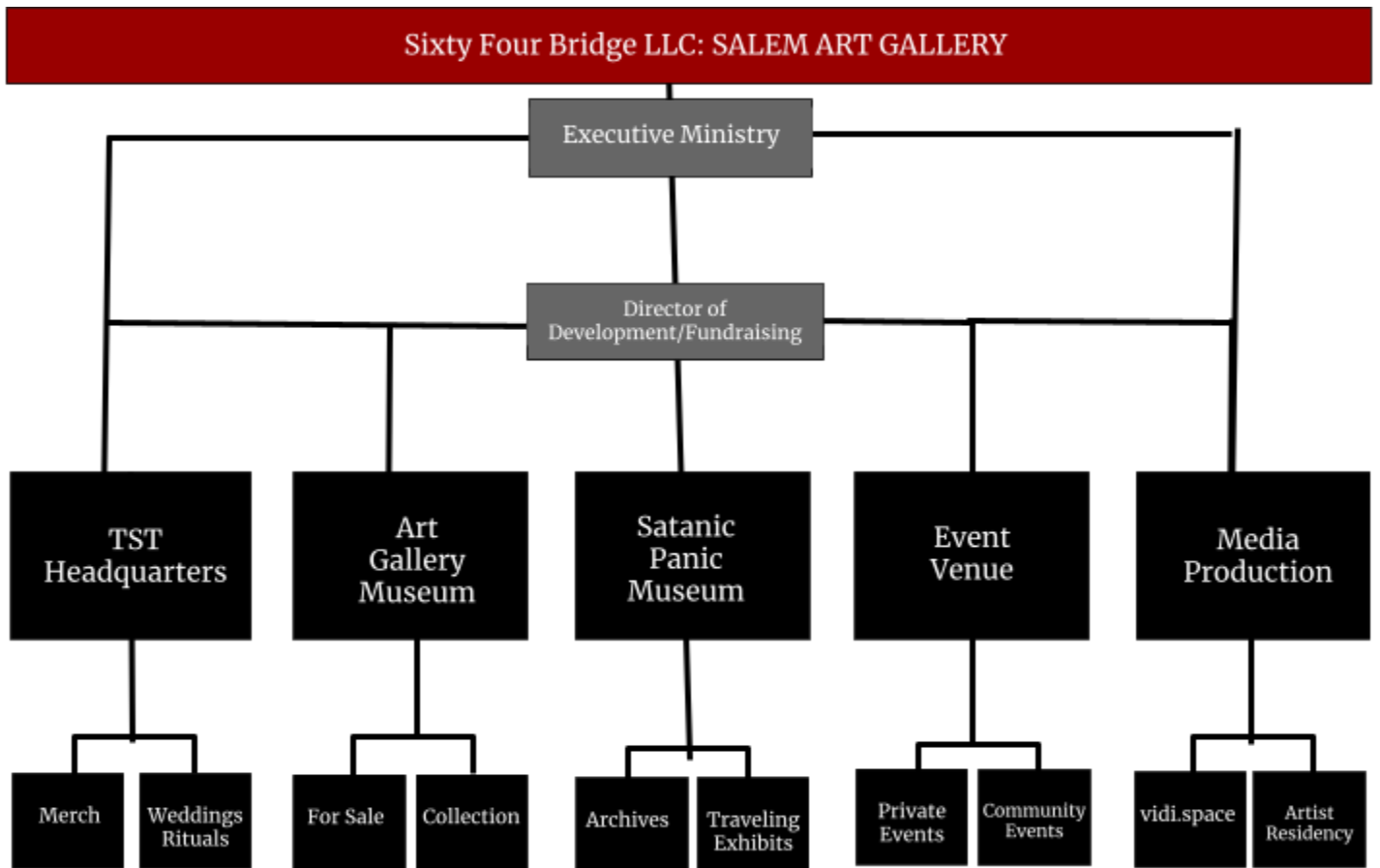
Attendees who the chapter trusts to perform volunteer tasks, vetted



Attendees of Events

# Building

## Suggested Organizational Decision Tree



### A Note on Salem Art Gallery and The Satanic Temple Salem

SAG is a separate entity owned by Sixty Four Bridge LLC. It is decidedly not a chapter of The Satanic Temple. If it were a chapter, it would need a Chapter Head, Media Liaison and complete governance by NC. It is not in the best interests of 80% of the functions of the building for TST Salem to exist. It seems appropriate for merch, weddings, rituals and other TST initiatives to fall under the governance of EM. These aspects of the building make it TST Headquarters.

### A Note on Tenants of Salem Art Gallery

For understanding this organizational structure in context, think of the five functions (headquarters, art, museum, venue, media) as separate tenants of SAG. They are all run differently



and serve entirely different purposes. Understanding this will help us move forward coherently.

## **Roles and Responsibilities**

### **UFC LLC Members - Malcolm and Doug**

Veto power and decision making capacities

Manages finances

501(c)(3) compliance

Payroll

Final say on all proposed actions for SAG

Develop vision for SAG

### **Director of Development and Fundraising**

Defers to Members on all decisions

Implements Members vision for SAG

Leads, develops and coordinates fundraising initiatives

Donor outreach, donor database

Manages/Oversees Fundraising Committee

Provides weekly reports to Members on progress of all initiatives

Coordinates and manages all 5 areas of SAG to the satisfaction of Members on a probation period

Management, caretaking of SAG building while on site

## **Salem Art Gallery: Functions of Building**

### **TST Headquarters**

Dir Dev/Fund defers to Members on all decision making

Developed by Members

Office space for Members

Regular services (lectures, etc)

Gift shop

Administrated by Director of Development and Fundraising

Headquarters implies “center of operations”

Satanic wedding officiation developed by Volunteer-Expert

Satanic weddings booked and onsite managed by Dir of Development and Fundraising

Merchandise is stored at TST HQ - if a system can be 100% reliably and effectively worked out

Merchandise designs and fulfillment approvals are by Mary

### **Art Gallery and Museum**

Dir Dev/Fund defers to Members on all decision making

Dir Dev/Fund gets grants to fund this

Dir Dev/Fund develops benefactor base to support this

Members identify art submission parameters



Director of Dev/Fund works with Members to identify which art is for sale  
Dir of Dev/Fund works with Members to identify which art is permanent collection  
Dir of Dev/Fund coordinates volunteer photography/video of artwork  
Dir of Dev/Fund coordinates/implements art sales on SalemArtGallery.com  
Dir of Dev/Fund develops/administrates lecture series

## **Salem Art Gallery: Functions of Building (cont.)**

### **Satanic Panic Museum**

Dir Dev/Fund defers to Members on all decision making  
Doug is symbolic lead of this museum and may be as involved as possible  
Dir Dev/Fund gets grants to fund this  
Dir Dev/Fund develops benefactor base to support this  
Dir Dev/Fund partners with museums and other institutes  
All facets curated, administered and executed by Dir of Dev/Fund under Members  
Dir Dev/Fund including archiving, marketing, signage, display of items  
Dir Dev/Fund coordinates, markets and oversees lecture series

### **Event Venue**

Dir Dev/Fund defers to Members on all decision making  
Dir Dev/Fund program planning, administrating, marketing events  
Dir Dev/Fund interfaces with local, regional and national orgs to develop events  
Dir Dev/Fund is ultimately responsible for the success of events  
Dir Dev/Fund books weddings and other private events  
Dir Dev/Fund ensures accounting is up to date and accurate  
Dir Dev/Fund acts as host to guests staying in loft space

### **Media Production**

Members are art director and has final say over media production  
Dir Dev/Fund defers to Members on all decision making  
Dir Dev/Fund administrates any facets as needed  
Dir Dev/Fund defers to Members on all decision making  
Dir Dev/Fund coordinates Artist Residency and Tattooing Opportunities