Marketing Workshop #2029
General Assembly 2009
Thursday, June 25
John Hurley and Deb Weiner

1. Introductions

2. Characteristics of Religious Seekers

- Pew Forum statistics
- Movement of people between faith communities (mobility)
- How do we let these seekers know about Unitarian Universalism?
- …about a specific congregation?

3. How do we reach out to newcomers?
- (old): newspaper and yellow pages
- (current): web as a communication vehicle

4. How do we use the web?
A. congregational websites
- nearly 100% of UU congregations have websites
- nearly all of those have URLs in our database
- hundreds search for congregations to attend each week
- What are some good websites?
- San Diego
- Rochester
- River of Grass

- what makes these websites good?
- Directions are clear and accessible
- Information is relevant to newcomers
- What is the authenticity of our welcome? What promises do we make on our websites, and do we keep them through our behavior?
- Clean, clear design
- Personal outreach
- RSS feed
- Podcasts, widgets

5. What other tools can be used to support your website? What helps members go deeper or follow a path to membership?
A. YouTube
- original video
- UUA-produced video promoted to newcomers

B. Google Adwords
- UUA Examples: national advertising
- Local options (Salt Lake City advertising, geo defined)
- Pay-for-click advertising: how does it work? Spending limits, customized landing pages, what gets promoted in Google ads

C. Google analytics
- Why measurement is important – constituent response
- Click-throughs and what people can find out through analysis

D. Facebook
- congregational Facebook pages
- discussions – advantages of using Facebook
- event promotion/identification of people as 'fans'

E. Blogs
- Good for proscribed uses (GA blog as an example)
- Needs to be interactive
- Needs to allow comments through log-in, review

F. Podcasts
- congregations using podcasts
- ready-made content offers delivery options
- copyright concerns

6. Just Because it's there, doesn't Mean you Should Use It!
A. Twitter
- GA applications – different from congregations
- The importance of follow-through on maintaining new media deployment on a website
- Demographics: resources should inform decision-making

B. Second Life
- individual action: is this an alternative or a supplement to congregational life?

7. New Media resources from the UUA
8. Questions and Answers