

For: All Church Program Staff and Lay Leaders

The UUA's New National Marketing Campaign to Grow Our Faith

We have exciting news to share with you!

Starting in early October the Unitarian Universalist Association (UUA) will launch its first national media campaign in over 50 years!

The campaign is designed to:

- Inspire members to take greater pride in their identity as Unitarian Universalists
- Encourage Unitarian Universalists to invite friends and family to visit congregations
- Raise name recognition of Unitarian Universalism
- Give Unitarian Universalism a voice in the national discourse about faith.

In the first phase, we'll be advertising in *Time Magazine*, the oldest and most widely read news magazine in the country.



The issues with our ads will hit newsstands on Oct. 5, Oct. 26, Nov. 23, and Dec. 21, and their Cover Dates will be Oct. 15, Nov. 5, Dec. 3, and Dec. 31 (Person of the Year Edition), respectively.

The UUA will run two full page ads and two "advertorials," October through December, 2007.



The UUA's "advertorial" is a unique concept which includes a two-page spread - a 1/3 page ad on the far left and a 2/3 page ad on the right. Between the ads is a magazine story. The ad is about religion in America and has both *Time Magazine* and UUA logos on it, thus indicating *Time Magazine's* recognition of Unitarian Universalism's credibility and significance. This strong partnership positions our faith as the liberal religious authority on major issues of our time.

Here are some ways for you to learn more:

- ⊕ Resources are available to prepare your congregation for welcoming visitors at UUA.org>Leaders>Leaders' Library> search "Hospitality and Belonging"
- ⊕ More resources about the National Marketing Campaign are available at UUA.org>Leaders>Leaders' Library> search "Marketing"
- ⊕ For more information contact marketing_outreach@uua.org

Nurture Your Spirit, Help Heal Our World