

FOR: PROGRAM STAFF & PUBLICITY, MEMBERSHIP, OUTREACH COMMITTEES

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

New resources for your congregation!!

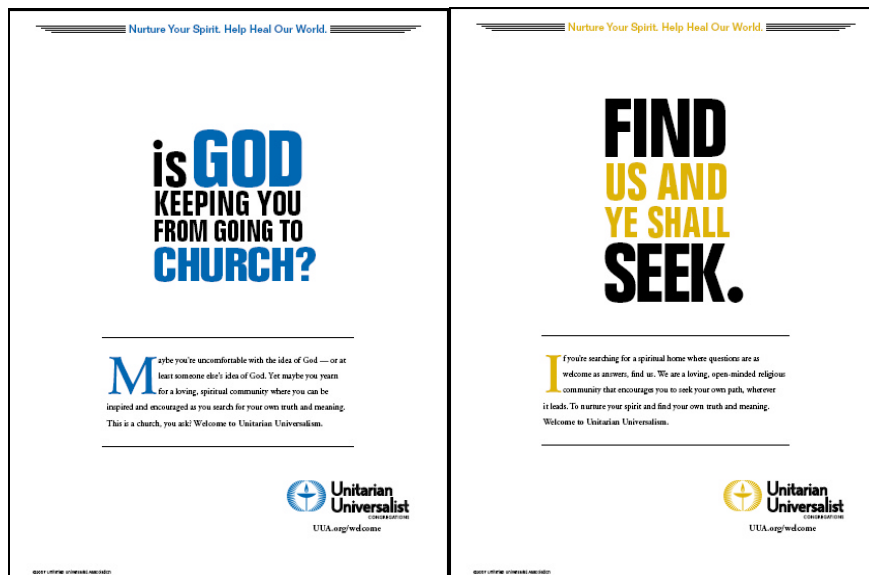
The Unitarian Universalist Association (UUA) has launched its first national media campaign in over *50 years!* We're advertising in *Time Magazine*, the oldest and most widely read news magazine in the country. Our schedule called for four ads - October through December. The remaining ads are: Cover dates December 3rd and 31st (Time Person of the Year Edition) - newsstands and home delivery is about 10 days earlier.

⊕ More information and resources about the National Marketing Campaign are available at UUA.org>Leaders>Leaders' Library> search "Marketing"

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.

The two ads below are available for congregational use. For more information please go to <http://www.uua.org/leaders/leaderslibrary/marketing/congregational/45924.shtml>.



Here are some other resources:

- ⊕ Resources are available to prepare your congregation for welcoming visitors at UUA.org/hospitality
- ⊕ For more information contact marketing_outreach@uua.org

Nurture Your Spirit. Help Heal Our World.