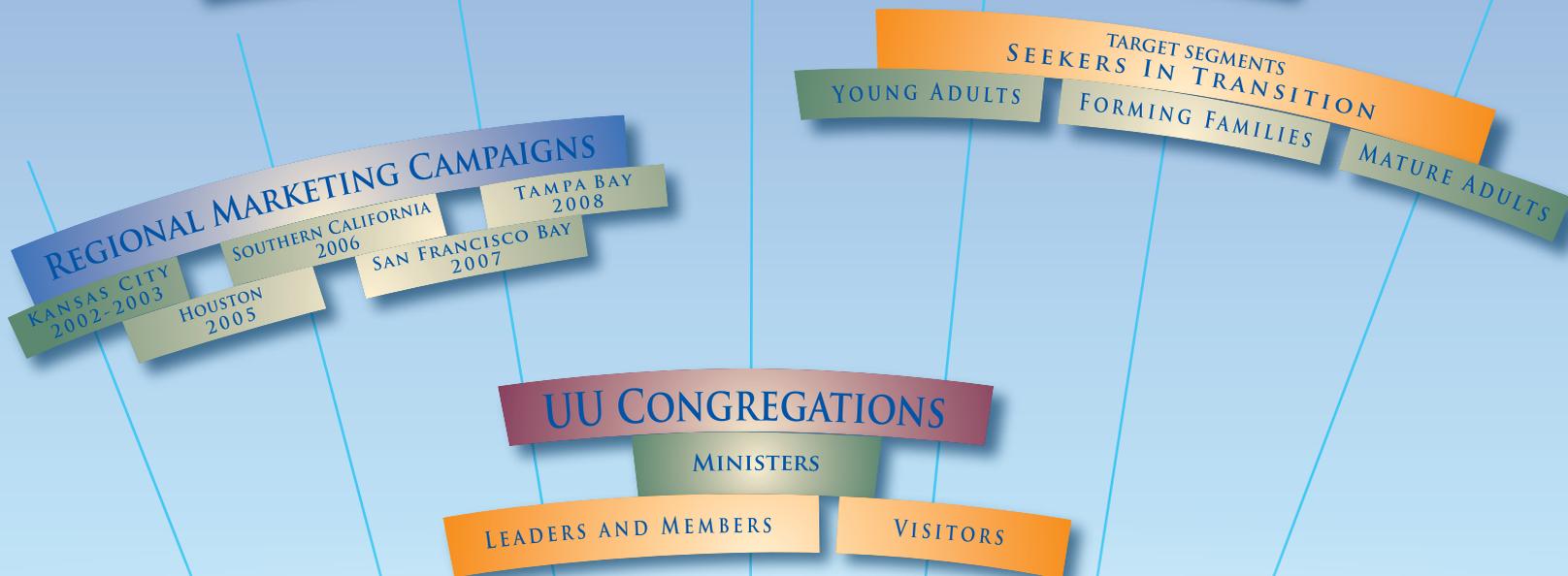


NATIONAL MARKETING PROGRAM

A CAMPAIGN TO GROW OUR FAITH



MARKETING PROGRAMS 2007-2008

The Unitarian Universalist Association has embarked upon its first national marketing campaign in over 50 years. This exciting outreach effort, along with ongoing regional marketing efforts and tools to support congregation-based initiatives, is in response to an overwhelming interest by UUs across the country to grow our faith.



**Unitarian
Universalist**
CONGREGATIONS

NURTURE Your Spirit. Help HEAL Our World.



Campaign Theme Marketing research indicates that people come to a church based on an inward spiritual yearning and an outward passion for living their faith through deeds. This is reflected in the memorable and inspiring campaign theme, "Nurture Your Spirit. Help Heal Our World."

A CAMPAIGN TO GROW OUR FAITH NATIONAL AWARENESS CAMPAIGN

With a clear and well thought-out strategy, a multifaceted marketing program has been initiated to meet three goals:

- Build pride among Unitarian Universalists and energize our congregations and members to confidently share our faith with others
- Raise awareness and build a favorable opinion of Unitarian Universalism among opinion leaders, individuals seeking a liberal religious home and the general public

- Give Unitarian Universalism a voice in the national discourse about religion

To meet these objectives an advertising partnership was developed with TIME Magazine, the nation's #1 weekly news magazine with over 3.2 million circulation and 21 million weekly readers, and Time.com, with 5 million unique viewers per month. TIME readers are "influencers" and "thought leaders" in American society.

Internet Advertising Complementing the print campaign, the UUA served 3.24 million ad impressions on Time.com, resulting in 5,000 "click-throughs" to the Time.com Religion Pages and 1,400 "clicks" to UUA.org. A pilot Google AdWords program with 20 million impressions netted another 10,000 "click-throughs." Overall traffic to the UUA.org site was up 34% year-over-year during the October-December marketing period.



YouTube The UUA has leveraged the popularity of YouTube by posting TV spots created for the regional campaigns and the DVD *Voices of a Liberal Faith*. These video clips have been seen over 30,000 times in just a few months.

National Magazine A series of full-page ads have appeared in TIME Magazine featuring bold, attention-getting headlines and engaging copy inviting readers to discover a loving, open-minded spiritual community. Research following

the TIME "Person of the Year" issue showed the UUA's ad to be in the top three of "Most Talked About" ads out of 53 brands measured. Forty percent of those who said they read most of the ad talked about it with someone else.

Advertorial & Online

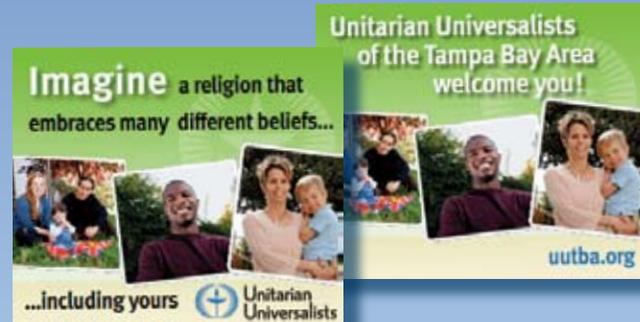
An innovative aspect of the UUA's campaign with TIME has been the development of an "advertorial"—a two-page spread incorporating both UUA advertising and references to TIME Magazine's wealth of editorial material about religion, values and American society. The advertorial directs readers to a special Time.com feature called *The Religion Pages*, which presents articles and content sponsored by the UUA and links readers to UUA.org.



A CAMPAIGN TO GROW OUR FAITH REGIONAL MARKETING CAMPAIGNS

Online Advertising

Colorful, animated online banner ads on major newspaper websites, along with Google AdWords advertising, allow immediate "click-throughs" to regional UU sites, providing welcoming information about the participating congregations.



All new creative materials have been designed to create a consistent look. The advertising has been focus group tested and well received by "church seekers."

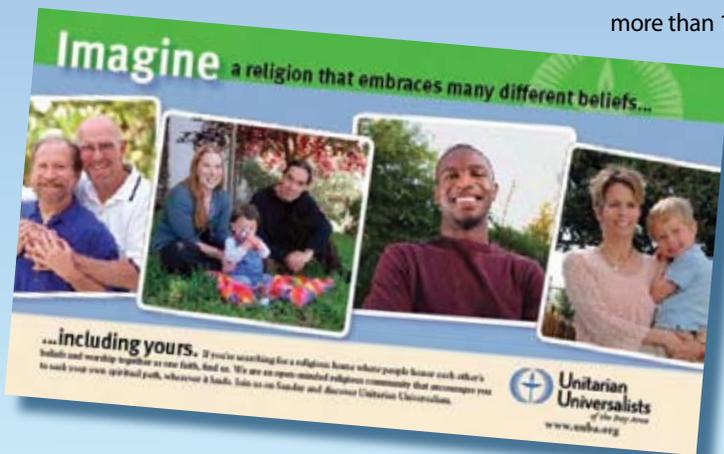
When combined with congregational preparation around welcoming and hospitality, these campaigns have seen dramatic results. Kansas City: 27% growth over three years. Houston: 7% increase in membership in one year. Southern California: 70% increase in visitors. San Francisco Bay Area: more than 1,000 visitors over a 10-week period.

Outdoor Advertising

Visually striking billboards and transit posters have been an extremely effective and impactful way of sustaining name awareness throughout the regional campaigns.



Over the past five years, the UUA has worked with congregations in Kansas City, Houston, Southern California, the San Francisco Bay Area and the Tampa Bay Area to implement high-impact, regional marketing campaigns. Supported by UUA Stewardship & Development and Marketing staff, these locally funded efforts have focused on brand awareness and membership growth.



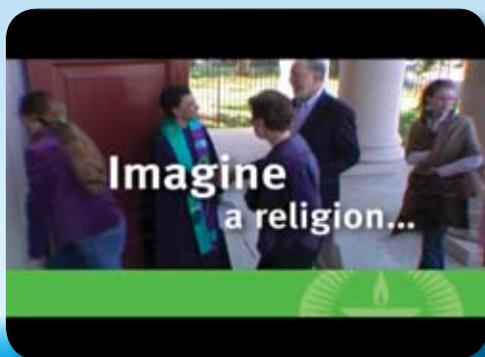
Direct Mail Highly targeted mailing lists have made direct mail an effective part of the regional campaigns.



Newspaper Insert Four-page, full-color newspaper inserts, which cost only a few cents each, tell a rich and detailed story about Unitarian Universalism. They've been inserted in major papers in each market and also adapted into direct mail.



Cable TV One of the most-talked-about recent additions to the regional campaigns is the use of engaging, 30-second TV commercials on well-targeted, popular programs such as local news, *The Daily Show*, *The Colbert Report*, *Oprah* and *Dr. Phil*.

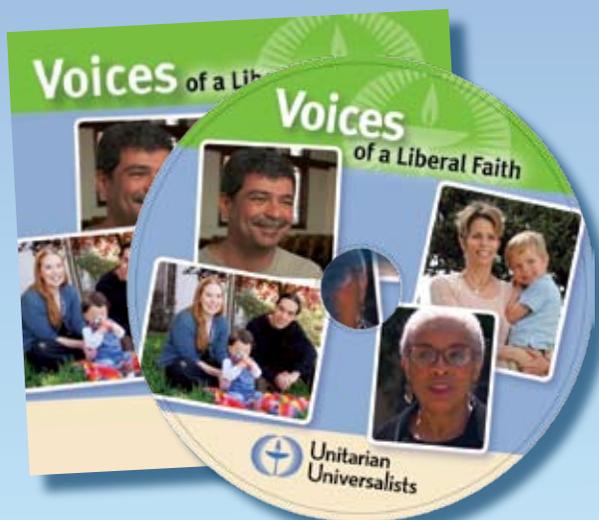


Print Advertising Advertising in specialty publications like BGLT papers, parenting magazines, campus newspapers and weekly entertainment guides, has reached target audiences with engaging images and inviting copy.

A CAMPAIGN TO GROW OUR FAITH ENERGIZING OUR CONGREGATIONS

Inspiring our congregations and members to confidently share Unitarian Universalism with others is a vital part of our collective efforts to grow our faith.

The UUA has created tools, training and support so that congregations can become fully engaged in and leverage the impact of our national and regional marketing efforts.



DVD—Voices of a Liberal Faith

An inspiring DVD about Unitarian Universalism highlighting our history, theology, worship experience, lifespan religious education, commitment to social justice and inclusiveness is now available. In just six months, over 20,000 copies have been distributed and nearly 25,000 more viewings have taken place on YouTube.

Marketing Materials for Congregations

Adaptations of materials from both the national and regional campaigns have been made available for congregations to use. These include print ads, postcards, radio scripts and outdoor banners and signs.

Tools to support welcoming, hospitality and membership growth have been created. These include a *Congregational Assessment*, *Membership Journey* resource manual and *Congregations Count*—a membership diagnostic tool.



Publicity UUA marketing activities have resulted in significant publicity and visibility for Unitarian Universalism. For example, a compelling opportunity arose to run our national ads in the program books of major college football games. Because religious advertising in bowl game souvenir books was seen as so unexpected, newswire services and over 20 publications ran the story, including the *Chicago Tribune*.



A CAMPAIGN TO GROW OUR FAITH HELP US CONTINUE THIS VITAL WORK

These marketing programs are made possible only by the generous support of our members. Whether it's through the *Now Is the Time* campaign, contributions to Association Sunday, special fundraising efforts for the regional marketing programs, or by the inspired contributions of individuals—the only way we will grow Unitarian Universalism is with your help and financial support.

Building greater awareness and understanding of Unitarian Universalism takes commitment. We have made a great start. We are seeing early signs of success. We know that advertising brings visitors to our congregations, and—if congregations are well prepared to welcome guests—helps grow membership.

In addition, ministers and members have reported on the incredible transformative and energizing effect the marketing campaigns have had on their congregational community.

We have much more to do. We have exciting plans for further advertising in print, television and the internet. This is ongoing work. And we need your help.

Please help us continue our efforts to energize our congregations, inspire pride among our members, build awareness of Unitarian Universalism, and give voice to sharing our values in the public square.

Now is the time.

To make a contribution now, please visit UUA.org/giving or call us toll-free at 888-792-5885. Now is the time for Unitarian Universalism to be better known in our world.

We hope you join us in this most exciting and promising program.

“Unitarian Universalists in so many of our congregations across the country have told us—in no uncertain terms—that they want our faith to grow. They wonder why Unitarian Universalism is so little known and so poorly understood. They ask why a religion that is so open-minded, so loving and welcoming, does not have more members, especially in a world that is desperately hungry for a saving message of justice, inclusiveness, and hope. The growth of our liberal religion matters not only for our own sake, but also for the sake of our world.

When I talk about growing our faith, I'm not simply talking about increasing the number of Unitarian Universalists. Appealing as that is, my focus is also on augmenting our impact and presence in society. I am talking about growth in clarity and conviction, and growth in our capacity to bear witness to our moral values in the public arena.

Our public presence is growing. We are the national voice of progressive religious people. We are taking stands for social justice. As more and more people hear about us, through our advertising and our advocacy, Unitarian Universalism will grow.

I couldn't be more excited. But we need to be in this together. I invite you to join us in this most gratifying of all endeavors—to share the good news of Unitarian Universalism.”

— Rev. William Sinkford
President, UUA



**Unitarian
Universalist**
CONGREGATIONS

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