

**Overview of UU Advertising Campaign
San Francisco Bay Area
Prepared by Valerie Holton
Marketing Outreach Director, UUA
July 15, 2008**

In the fall of 2007 seventeen congregations in the San Francisco Bay area – from Napa to San Jose - decided to increase UU outreach efforts through a \$300,000 advertising campaign.

GOALS AND OBJECTIVES

The campaign had the following goals:

1. Generate brand awareness of Unitarian Universalism
2. Increase visitor attendance at local congregations
3. Increase membership
4. Create excitement and pride among Unitarian Universalists in the area
5. Build a sense of UU community among the seventeen participating congregations

EXECUTIVE SUMMARY OF RESULTS

- 5,547+ visits to uuba.org website, September 17- December 18, 2007
- 1,127+ first time guests over 15 week period
- Integrated PR and marketing efforts resulted in increased visitors

HISTORICAL DATA

The 17 congregations involved in the campaign are listed below. Growth has been relatively flat for the last five years. *Year reflects UUA Annual Directory Date, data is as of February of the prior year. For example, 2009 is February 2008 data.*

Congregation	2004	2005	2006	2007	2008	2009	# Change 2004 vs. 2009	% Change 2004 vs. 2009	# Change 2008 vs. 2009	% Change 2008 vs. 2009
Berkeley Fellowship of UUs	105	97	76	58	61	50	-55	-52.4%	-11	-18.0%
Mission Peak UU Congregation, Fremont	91	93	104	107	115	118	27	29.7%	3	2.6%
Starr King UU Church, Hayward	157	146	143	150	140	143	-14	-8.9%	3	2.1%
UU Church of Berkeley, Kensington	550	526	506	511	486	508	-42	-7.6%	22	4.5%
UU Church in Livermore	122	122	124	114	123	129	7	5.7%	6	4.9%
UU Fellowship of North Bay, Napa	41	55	60	59	61	69	28	68.3%	8	13.1%
First Unitarian Church of Oakland	331	283	312	330	380	400	69	20.8%	20	5.3%
UU Church of Palo Alto	345	330	324	311	332	311	-34	-9.9%	-21	-6.3%

Congregation	2004	2005	2006	2007	2008	2009	# Change 2004 vs. 2009	% Change 2004 vs 2009	# Change 2008 vs. 2009	% Change 2008 vs. 2009
UU Fellowship, Redwood City	102	106	112	128	140	142	40	39.2%	2	1.4%
First UU Society of San Francisco	524	543	462	467	467	447	-77	-14.7%	-20	-4.3%
First Unitarian Church of San Jose	296	285	285	301	287	278	-18	-6.1%	-9	-3.1%
UUs of San Mateo	220	223	234	235	215	226	6	2.7%	11	5.1%
UU Congregation of Marin, San Rafael	207	190	228	222	200	175	-32	-15.5%	-25	-12.5%
UU Congregation Santa Rosa	267	260	255	260	277	300	33	12.4%	23	8.3%
UU Fellowship of Sunnyvale	126	136	138	138	137	128	2	1.6%	-9	-6.6%
Mt Diablo UU Church, Walnut Creek	401	408	402	406	370	370	-31	-7.7%	0	0.0%
TOTAL	3,885	3,845	3,814	3,848	3,842	3,853	(32)	(0)	11	0

CAMPAIGN HIGHLIGHTS

This campaign was unique from other regional campaigns in many ways. This was the largest campaign in dollars raised, number of congregations participating, size of market and media mix.

Fund-Raising: Funds were locally raised through the support of the Stewardship & Development Staff of the UUA and in collaboration with local fund-raising volunteers. All UUs were sent a fund-raising appeal letter and invited to participate financially. Almost 600 donors contributed over \$300,000 to the campaign.

Pre-preparation: Congregations were asked to conduct a “congregational assessment”, track results, and participate in church preparation workshops. Several hospitality and welcoming workshops were conducted through-out the area, by Cilla Raughley, District Executive, and her staff.

In addition, various teams were created to support the campaign. A Regional Marketing “GUUerilla” team (RMG), made up of enthusiastic volunteers, worked on local niche advertising opportunities. This group was founded in 2004 with the leadership of Linda Laskowski (2008 PCD Trustee of the UUA). Campaign tracking, radical hospitality and marketing liaison teams were assigned, with one representative per congregation. Their respective responsibilities including tracking visitors and members, and collaborating on the media buy.

Celebrations: A campaign kick-off party on Saturday, September 9th was attended by over 150 local area UUs. UUA President Bill Sinkford was the keynote speaker for the event.

ADVERTISING

Time: September - November 2007

Media Mix: A mix of mass media and targeted media was used.

Radio

KGED 88.5 FM public radio: 90 spots over four weeks on shows such as All Things Considered, Morning and Weekend Edition, News, and Prairie Home Companion.

KQKE 960 AM: 230 spots + bonus 60 second infomercials six weeks on Air America with Thom Hartman, a new environmental show called Green Seed Radio and the Progressive News Hour with John Scott.

KGO 810 AM: Sunday GodTalk (a liberal religious program) three Sundays in October, three spots per program.

KDFC Classical 102 FM: 34 60-second spots, 2 weeks total + bonus spots. January 2008.

Print Ads in Specialty Publications

Ads were placed in the following special interest publications:

1. **National Parenting Magazines:** Parents (73,000), Parenting (52,000), Family Fun (20,000) and American Baby (51,000) - reaching nearly 200,000 subscribers.
2. **Bay Area Reporter** – weekly newspaper serving the GLBT community. Four ads, over four weeks.

Outdoor

100 transit boards on BART stations the month of October.

Direct Mail

250,000 oversized (6" x11.5") postcards were mailed the week of September 24th to 75 zip codes. A second mailing, an adaptation of the four color four page newspaper insert, was dropped the week of October 15th.

Several mailing lists were used to target households having a propensity to value the religious message of Unitarian Universalism. These households were primarily within the top five zip codes that each congregation provided (45 zip codes total).

The lists include the following:

Affinity Groups (approximately 120,000 households). The UUA was able to buy specialty lists from organizations whose missions reflect Unitarian Universalist values. Lists included: KQED listeners, Anacapa Fund, GLAD, Southern Poverty, CARE, and The New Yorker magazine subscribers.

Demographic/Psychographic (life values) *targets* (approximately 130,000 households).

Tabloid Insert in Local Newspapers

Over 500,000 4-page, 4-color flyers were inserted in the Thursday or Sunday editions of the major newspapers the weekend of October 4-7. Inserts were distributed to ~100 zip codes as determined by the congregations, in the following papers on the following dates:

PAPER	APPROX. CIRCULATION
San Francisco Chronicle	160,000
ANG, Contra Costa Times + Mercury News Paper Group	313,000
Santa Rosa Democrat	<u>42,000</u>
TOTAL	515,000

Internet Advertising

1. Internet: Google ads and web banners on specialty sites; 500,000 impressions on SFGate.com.
2. Google Adwords program - 6 million impressions were served over a 90 day period.

TV

Comedy Central - The Daily Show and Colbert Report: 17 spots, four weeks September 17th - October 20th. To attract the younger liberal audience we ran 4 weeks of commercials on these popular shows.

Regional Marketing GUUerillas

\$10,000 was provided to a local regional marketing group (RMG) for ads in small specialty niche publications and media. Ads were placed in the Sierra club newspaper, Three Dollar Bill Café, Gay Sonoma on-line, community directories, parenting newspapers, Spanish speaking publications, etc. In addition, the group designed lawn signs and advertised on KDFC – the classical music station in January 2008.

Cost of Media (approximate)

Media	Delivery	Approximate Costs
Radio	390 spots	\$40,000
Print – special niche papers	National Magazines Bay Area Reporter	\$14,000 3,500
Outdoor	100 BART transit signs	\$25,500
Direct mail	250,000 households- twice	\$98,000
Inserts in Sunday papers (4- page/4 color)	515,000 circulation	\$40,000
Internet Advertising	6.5 million impressions	\$12,000
TV	17 commercials	\$25,000
GUUerilla Marketing Group	Niche marketing during campaign	\$10,000
Creative – Production + media buy		\$18,000
Miscellaneous – kick-off party, supplies, banners, website, etc.		\$4,000
EXPENDITURES		\$290,000

The remaining dollars have been allocated for future advertising in that market (\$6,500 spent in January 2008 on KDFC).

PUBLIC RELATIONS ACTIVITIES TO SUPPORT CAMPAIGN

The RMG worked with the UUA's Communications Department to create several key messages that might be picked up by the media (see Appendix for sample press release). A press kit with press releases was distributed to the local media. The following newspapers covered the story:

- Contra Costa Times, 9/19/07 "Unitarians launch ad campaign"
- San Jose Mercury News, 10/8/07 "Unitarians launch ad campaign – gently"
- Hayward Daily Review, Napa Valley Register

RESULTS

General Comments

In 2007 the UUA began to use a membership diagnostic tool called "Congregations Count." This tool was designed by Linda Laskowski, member of the UU Church of Berkeley and currently UUA Board Trustee for the Pacific Central District. The tool provides a methodology to ascertain the steps in the membership process that can lead to increased growth.

Included in "Congregations Count" are some baseline metrics (graphically depicted below) gathered from UU congregations, as well as membership studies from other denominations. This information will be used in the analyses of results.

Ms. Laskowski's research indicates:

First time guests: Growing congregations should have a ratio of annual total guests to total members >1:1

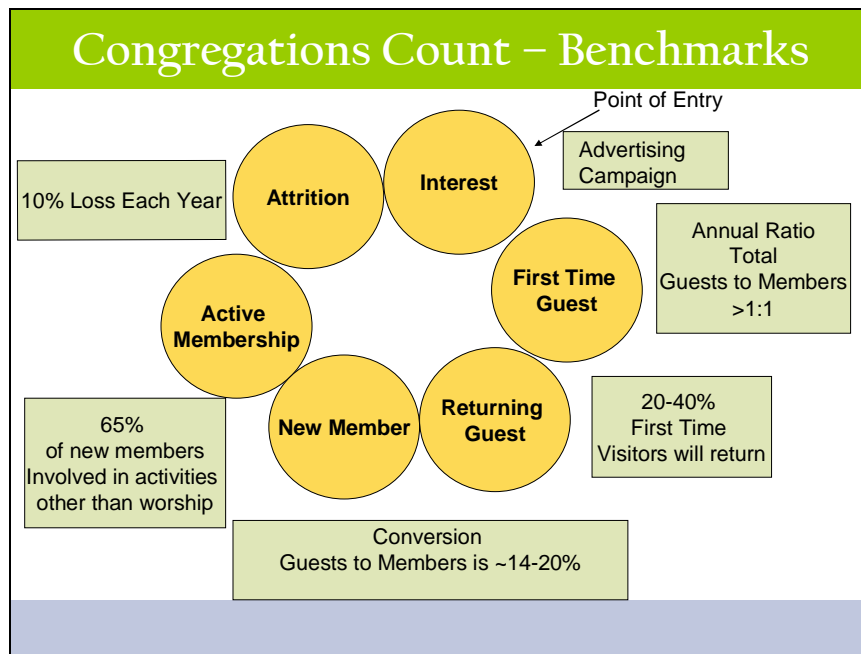
Return guests: The average congregation can expect returning guests, as a percentage of first time guests to be 20-40%.

New Member: Conversion of guests to members is ~ 14%-20%. Evangelical churches are higher at ~ 25%; liberal churches are ~10-20%.

Active Members: Involvement in a church is a barometer for membership health and vitality. Congregations should aspire to have -

- 65% of new members involved in activities other than Sunday service. (Evangelical congregations' statistics indicate that 90% of new and 75% of all members are involved).

Attrition: Congregations lose about 10 -12% of their membership each year (Evangelicals lose less ~ 6-10%). The majority leave because of a move (50%) or death.



FIRST TIME VISITORS

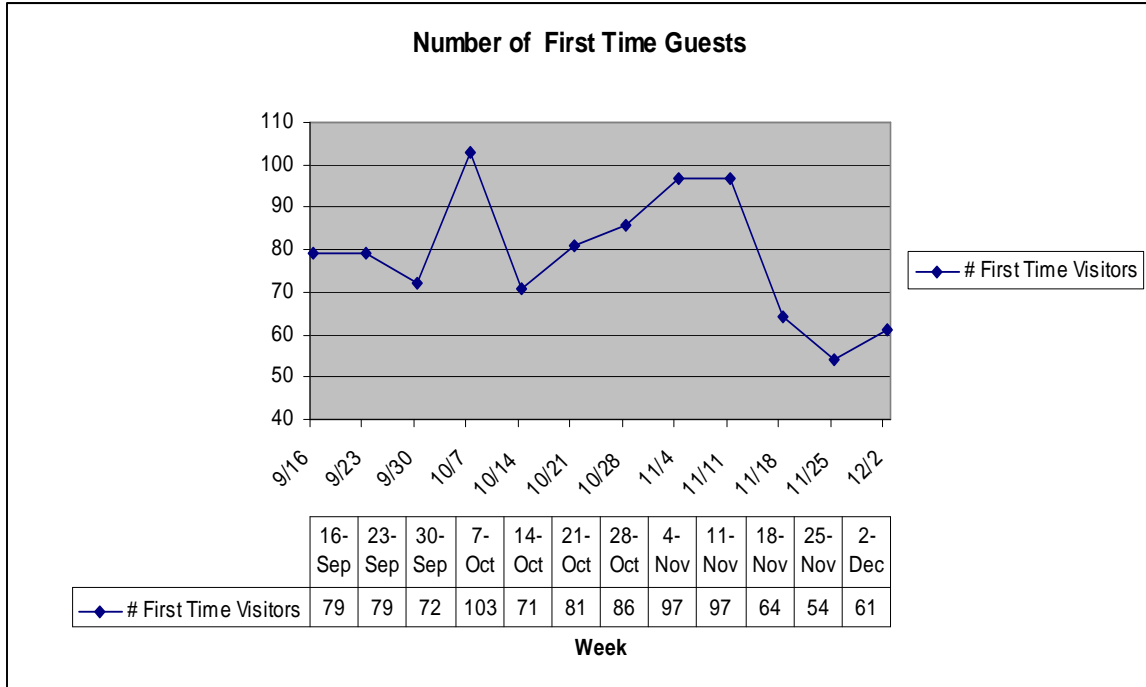
Over 952 first time visitors attended a Unitarian Universalist congregation in the SF Bay area from September 16 – December 2, 2007; and a total of 1,127 through January 6th. This represents 25% and 29% of members, respectively.

Visitor acquisition costs: First 11 weeks - ~\$304; \$257 - 15 weeks

Four congregations (highlighted below) accounted for nearly 40% of the visitors – Berkeley, Oakland, San Francisco and Santa Rosa. Several congregations had high visitor to member percentages that, annualized and if sustained, should lead to significant church growth. Those congregations are highlighted in italics.

CONGREGATION	TOTAL NUMBER FIRST TIME VISITORS SEPT. 16 – DEC. 2 2007	MISSING WEEKS - NO REPORTS	REPORT THROUGH JAN. 6, 2008	MISSING WEEKS - NO REPORTS	VISITORS AS % OF TOTAL MEMBERSHIP (using Jan. 6 data)
Kensington, UUCB	85		103		21
Berkeley Fellowship	43		48	2	96
Livermore	28		29		24
Marin	51		61		35
Mission Peak	29		35		30
Mount Diablo, Walnut Creek	52		78		21
North Bay	31		34	1	56
Oakland	128		152		40
Palo Alto	41	3	41	7	12
Petaluma	35	2	42	4	82
Redwood City	66		74		53
San Francisco	89	1	97	2	21
San Jose	53	3	56	6	19
San Mateo	61		86		40
Santa Rosa	95	1	113	1	38
Starr King	25		31	2	22
Sunnyvale	40		47		34
TOTAL	952		1127		30

The chart below shows the total number of weekly visitors. Attendance peaked between October 7th – November 11th.



Dates and # of Congregations Not Reporting Data: 9/30 – 2; 10/14 – 2; 10/21 – 3; 10/28 – 1; 11/4 -1; 11/11 – 2; 11/18 – 4; 11/25 – 3; 12/2- 4

RETURNING VISITORS

Congregations were very inconsistent with reporting returning guests, making any analysis meaningless.

SNAPSHOT OF SEVERAL CONGREGATIONS WITH ADEQUATE REPORTING

UU Church of Berkeley, Kensington

- Number of first time visitors was disappointing to the congregation and may be a result of a hard- to-find location
- The congregation welcomed 14 new members spring 2008

Oakland

- Congregation had a high number of first time visitors(128) and had a 5% net membership growth 2008-09

North Bay

- Percentage of visitors to total members was 56%.
- Congregation had 34 first time visitors and 36 returning
- These statistics indicate a potential for increasing membership

San Francisco

- The congregation did not report on returning visitors
- While 2009 membership is down from the prior year, the congregation welcomed 60 new members this spring. The congregation cleaned their membership list during the campaign, thus deleting 80 members from their roster

San Mateo

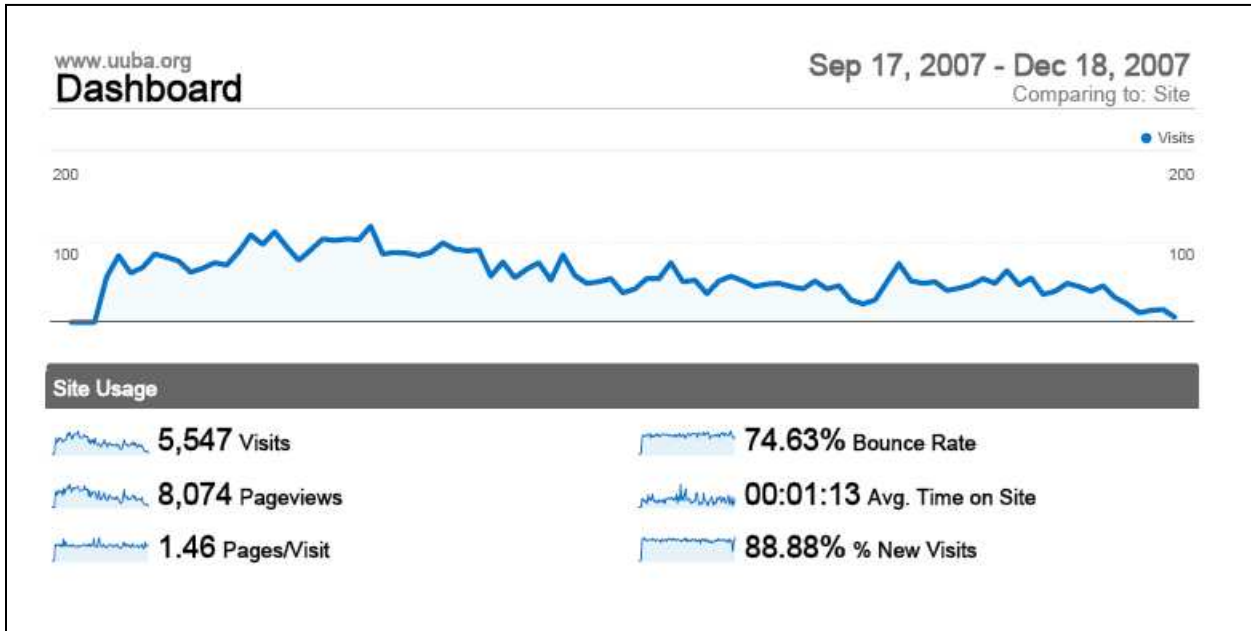
- Strong first time visitor count (62) - the congregation will want to focus on bringing those visitors through the membership process

UUBA.ORG RESULTS

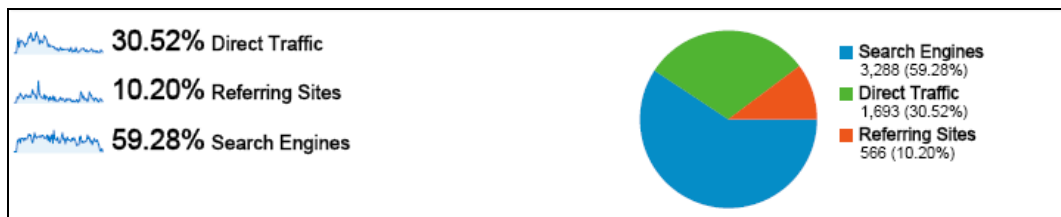
More and more, advertising is being used to help “customers” “pre-qualify”. Therefore, one measurement of success is website hits.

Google Analytics Report

The campaign directed seekers to uuba.org. During the first 90 days the site had over 5,500 visits. Interestingly, 30% went to the site by typing in the url uuba.org, while 59% came from a search engine.



Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left a site from the entrance page). Ideally, on a website, a lower bounce rate is preferred. Because uuba.org was a “referral site” to the congregations, however, this high bounce rate may not necessarily be bad.



The following table indicates dates with particularly high activity (visually shown as spikes on the above dashboard). The table indicates a bell shaped curve, reflective of the advertising spending.

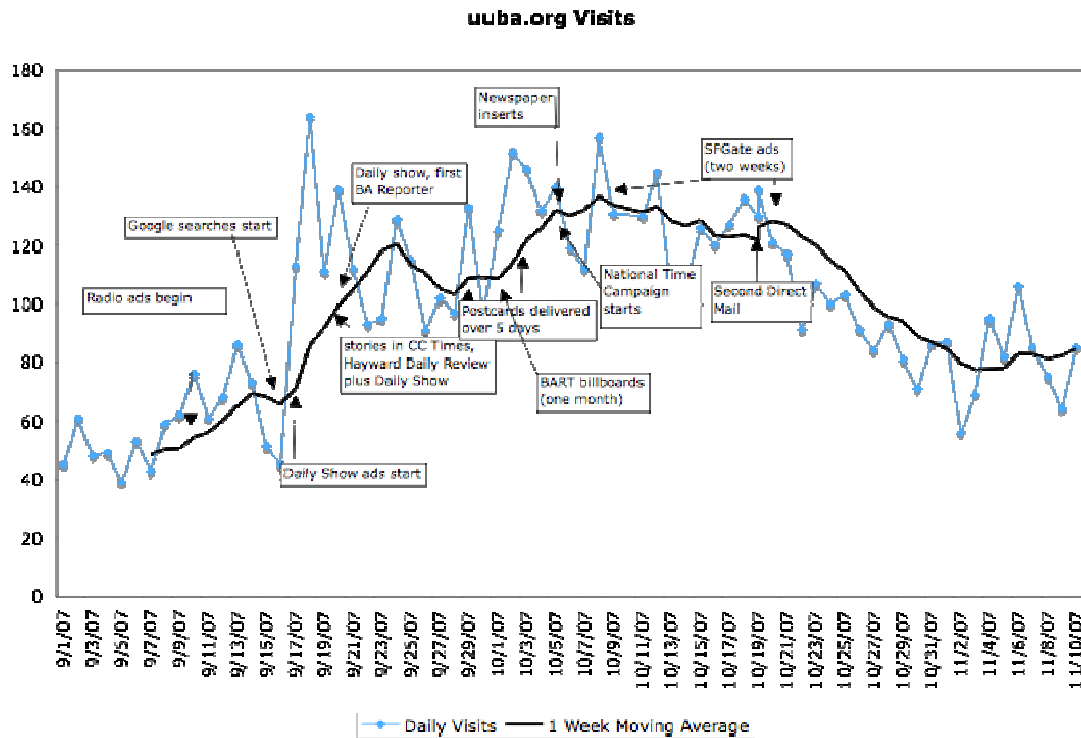
DATE	NUMBER OF WEBSITE VISITS
9/21	84
10/2	105
10/4	107
10/12	121
10/18	99
10/28	82
11/6	71
11/25	72

Website Visits, Advertising Activities and Visitor Tracking

The UUA's Pacific Central District monitored weekly visits to the uuba.org website. Prior to the campaign, website visits averaged ~20/day – during the campaign visits increased three fold. Graph #1 shows a correlation between website hits and the media buy. The blue line represents daily site visits; the black line is a trend line. Interestingly, one of the highest spikes was around 9/19 – when the news stories hit the papers. This substantiates the importance of an integrated pr and media campaign.

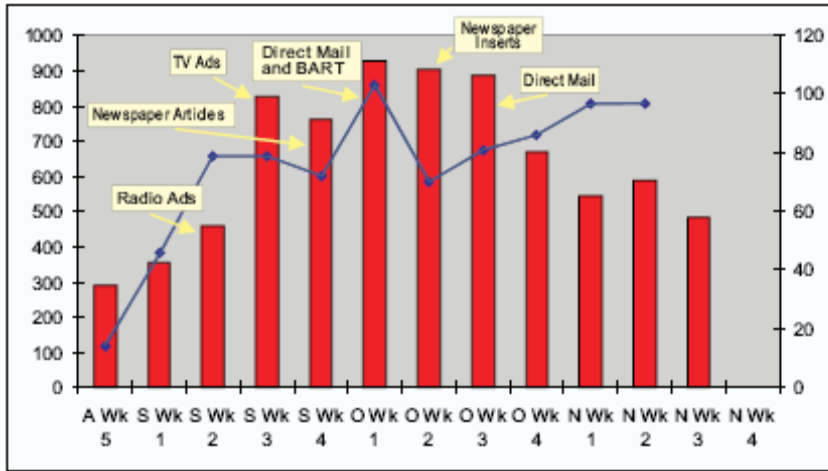
Both graphs below were provided by Cilla Raughley, District Executive of the Pacific Central District.

Graph # 1:



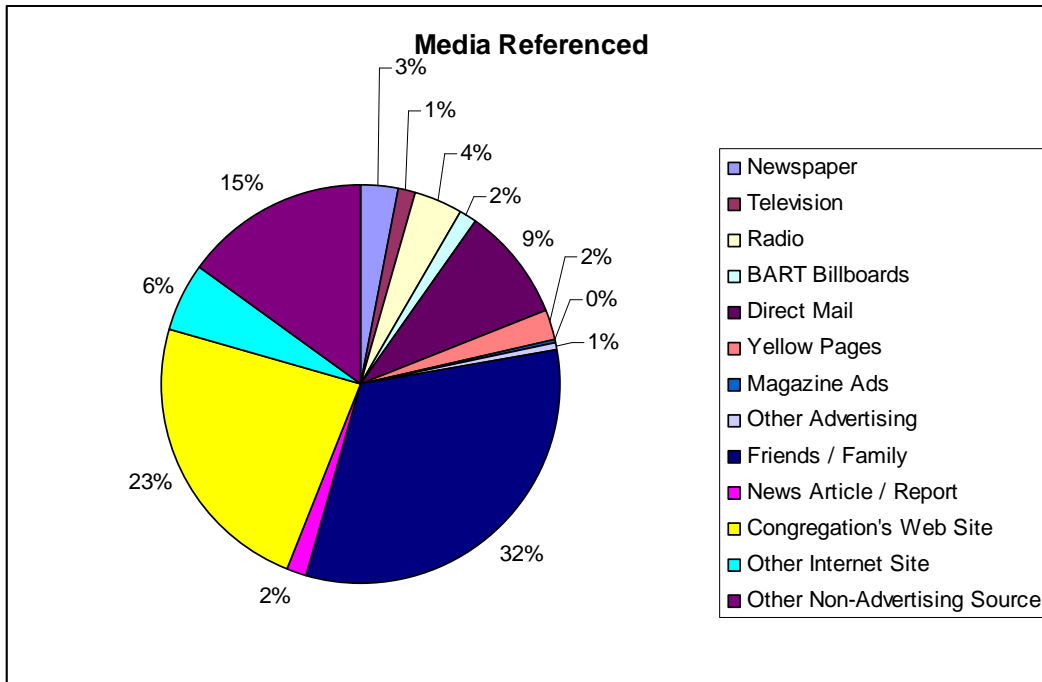
Graph # 2 shows website visits and new visitors. The graph starts prior to the campaign, in August (A WK 5). S WK 2 reflects the beginning of the media buy, the week of September 9th. The chart ends the third week in November. Weekly visits to the website (the red column and left y-axis) mirrored the bell-curve spending of the campaign, with a campaign high of over 900 website visits the first week in October, followed by equally strong visits the second and third weeks of October. Visitor attendance (the blue line and right hand y-axis) also peaked October 7th with over 100 visitors. Visitor attendance experienced another spike after the second direct mail dropped several weeks later, and remained strong, reflecting the lag effect of advertising.

Graph # 2:



ADVERTISING EFFECTIVENESS

The congregations asked visitors “how did you hear about us?” They collected over 700 responses from the start of the campaign through January. The highest responses were - Family/friends (32%), the congregation’s website (23%), other non-advertising source (15%), direct mail (9%) and other website (6%). These results are not surprising – rarely do respondents mention advertising. Yet, both the increase in website visits and visitor attendance would indicate that the advertising had impact.



Google AdWords

A Google AdWords campaign was also conducted. Four different ads ran matched to relevant "key words". With a Google Ad campaign costs are incurred each time an ad is clicked-on. The following is a summary:

Campaign ran from September 17 - December 17, 2007

Total Number of Impressions: 5,916,309

Total Number of Clicks: 3,259

Content Network Clicks: 2,293

Search Result Clicks: 966

Average Cost per Click: \$1.52

Total Cost: \$4,937.73

Parents Ad:

[Liberal Religious Ed.](#)

Sunday Schools teaching tolerance, social justice & your moral values.

www.uuba.org

Total Impressions: 346,624

Total Clicks: 158

Content Network Clicks: 94

Search Result Clicks: 64

Average Cost per Click: \$2.28

Total Cost: \$360.52

LGBT Ad:

[GLBT Welcoming Churches](#)

Find a caring, supportive community that welcomes you as you are.

www.uuba.org

Impressions: 2,415,296

Clicks: 799

Content Network Clicks: 614

Search Result Clicks: 185

Average Cost per Click: \$1.64

Total Cost: \$1,309.30

Seekers 1 Ad:

[Imagine a religion...](#)

Where people of different beliefs worship as one liberal faith.

www.uuba.org

Impressions: 2,288,616

Clicks: 1,685

Content Network Clicks: 1,332

Search Result Clicks: 353

Average Cost per Click: \$1.40

Total Cost: \$2,363.61

Seekers 2 Ad:

[UU Liberal Churches](#)

Looking for a liberal religious home? Visit one of our churches!

www.uuba.org

Impressions: 865,773

Clicks: 617

Content Network Clicks: 253

Search Results Clicks: 364

Cost per Click: \$1.47

Total Cost: \$904.30

* Content Network Clicks refer to clicks where our ad has been posted on a site with a relationship to Google and deemed relevant to our ad and keywords; as opposed to Search Result Clicks, where our ad has come up during a regular Google search.

GUEST SURVEY

Linda Laskowski designed an e-mail survey to ascertain visitors' experiences to the congregations. The following are some highlights:

Survey overview:

- Eight congregations sent out surveys
- 300 e-mailed; 99 responded. 32% response rate
- 2/3 of respondents attended more than one congregation - 16 congregations referenced

How did you find out about Unitarian Universalism?

- 50% had known about Unitarian Universalism
- 35% from a friend or family member
- 18% from media – advertising or press release

Over half had seen some of our advertising. Of those, the top most cited media were:

- Radio -28%
- Internet Advertising (including websites) – 20%
- Direct Mail – 15%
- Newspaper Insert – 13%
- BART signs – 11%

Welcoming & Hospitality

- 91% rated their experience as “mostly or very” welcome
- 71% of the GLBT community rated their experience as “mostly or very welcome”

Who did we attract?

- Respondents were younger than current UUs - 60% of our respondents were under 50, compared to 36% of the current Bay Area UU members
- 35% had children at home, significantly higher than the Bay Area average
- 13% were self-identified as GLBT and 11% as People of Color.
- Nearly 1/3 were former or current UUs, followed closely by Liberal Protestant (29%) and Catholic (23%)
- Respondents also claimed Buddhist (17%) than Atheist (14%), Jewish (9%) or Humanist (7%)

CONCLUDING REMARKS/LESSONS LEARNED








- Measuring Returning Visitors remains problematic
- Bay Area UUs were particularly excited about the BART and Comedy Central media.
- The advertising campaign was successful in attracting younger visitors

APPENDIX

HISTORICAL DATA VISUALLY DEPICTING GROWTH

Cilla Raughley provided the below analysis showing the numeric health of the participating congregations. Visually, the “green” are growing congregations and are predominant.

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	TY:LY	10 YR Δ	10 YR % Δ
Berkeley Church	555	583	555	550	550	526	506	511	486	508	22	(47)	8.5
Berkeley Fellowship	63	57	66	93	105	97	76	58	61	50	(11)	(13)	20.6
Livermore	114	109	116	119	122	122	124	114	123	129	6	15	13.2
Marin/San Rafael	197	197	193	204	207	190	228	222	175*	175	∅	(22)	11.2
Mission Peak/Fremont	97	93	87	94	91	93	104	107	115	118	3	21	21.6
Mt Diablo/Walnut Creek	351	369	375	390	401	408	402	406	370	370	0	19	5.4
North Bay/Napa	43	48	48	44	41	55	60	59	61	69	8	26	60.5
Oakland	284	315	308	304	331	283	312	330	380	400	20	116	40.8
Palo Alto	425	448	451	360	345	330	324	311	332	311	(21)	(114)	26.8
Petaluma						4-7	49	51	51	59	8	n/a	n/a
Redwood City	81	86	107	105	102	106	112	128	140	142	2	61	75.3
San Francisco	500	505	503	502	524	543	462	467	467	450	(17)	(50)	10.0
San Jose	262	270	280	277	296	285	285	301	287	278	(9)	16	6.1
San Mateo	240	242	270	257	220	223	234	235	215	226	11	(14)	5.8
Santa Rosa	272	273	262	255	267	260	255	260	277	300	23	28	10.3
Starr King/Hayward	130	136	156	169	157	146	143	150	140	143	3	13	10.0
Sunnyvale	112	116	117	127	126	136	138	138	137	128	(9)	16	22.3
	3726	3847	3884	3850	3885	3850	3814	3848	3817	3856	38	130	3.5

 Growth over 10-years, including last year	 Growth last year, but not over a 10-year period	 Growth last year, insufficient trend data
 Growth last year, but not over a 10-year period	 Decline last year, but not over a 10-year period	 Decline last year and over a 10-year period
		 Growth over a 10-year period, but flat last year

SAMPLE PRESS

For Immediate Release

Bay Area Unitarian Universalist Congregations to Launch Unprecedented \$300,000 Marketing Campaign This Fall

Press Invited to Hear UUA President Rev. William Sinkford Speak at Berkeley Kick-Off Event Sept. 15

August xx, 2007 -- What happens when a “non-evangelizing” denomination runs a Madison Ave.-style advertising campaign? Bay Area residents are about to find out.

Local Unitarian Universalist (UU) congregations, in cooperation with the Unitarian Universalist Association (UUA), will launch an unprecedented \$300,000 marketing campaign in the Bay Area beginning this September. The campaign will include print, radio, cable TV and direct mail advertising.

Following on the heels of successful efforts in Kansas City, Houston and Orange County, Calif., it is the first coordinated UU marketing campaign in the Bay Area. It was funded by donations from 600 local UU church members, and in dollar terms is the largest regional marketing campaign yet undertaken by the UUs.

It's also notable in that it was funded mostly by relatively small donations. The other regional campaigns were financed primarily by a handful of large donors.

UUA national President Rev. William Sinkford will help kick off the campaign at an event scheduled for Sept. 15, 11 a.m. to 1 p.m., at the Unitarian Universalist Church of Berkeley, 1 Lawson Rd., Kensington, CA 94707-1015.

The centerpiece of the campaign is a postcard that reads in part, "Imagine a religion where people with different beliefs worship as one faith." Recipients are encouraged to visit a local UU website (<http://www.uuba.org>) featuring links to the websites of local congregations.

It may seem unusual that a denomination known for its non-dogmatic approach would embark on a marketing campaign. However, the goal is not to promote a particular faith, but to raise awareness among spiritual seekers in the Bay Area who are already receptive to the message and want to be part of a welcoming community. Local campaign organizers expect that the UU emphasis on social justice and openness to lesbian, gay, bisexual and transgender individuals will resonate particularly well in the region.

Materials for the campaign were developed by the UUA, which is based in Boston, Mass. and represents more than 1000 congregations in the U.S. and Canada. Volunteers from local churches managed the fundraising effort and are assisting in the implementation of the campaign. It is scheduled to run through November 2007.

For more information about Unitarian Universalism, see the UUA website (<http://www.uua.org>). To set up an interview with a local UU minister, call Cilla Raughley, District Executive of the UUA's Pacific Central District, at (xxx) xxx-xxxx.

Media Advisory

Unitarian Universalist Association President to Speak at Sept. 15 Berkeley Kick Off for Unprecedented Bay Area Marketing Campaign

Rev. William Sinkford, president of the Unitarian Universalist Association, will be the guest speaker at a Sept. 15 event in Berkeley that will kick off an unprecedented \$300,000 marketing campaign in the Bay Area.

The marketing campaign, including print, radio, cable TV and direct mail advertising, will run through November. Funded by donations from 600 local UU church members, it is the largest regional marketing campaign yet undertaken by the UUs. Previous campaigns ran in Kansas City, Houston and Orange County, Calif.

When: Saturday, Sept. 15, 11 a.m. to 1 p.m.

Where: Unitarian Universalist Church of Berkeley, 1 Lawson Rd., Kensington, CA 94707-1015.

Bay Area media outlets are welcome to attend. For more information, see the enclosed fact sheet or call Cilla Raughley, District Executive of the UUA's Pacific Central District, at (xxx) xxx-xxxx.

FACT SHEET

Campaign theme: “Imagine a religion where people with different beliefs worship as one faith; where religious inspiration comes from not one but many spiritual sources; for people who simply can't accept what they've always been asked to believe.”

Key messages: The campaign highlights the Unitarian Universalists non-creedal, non-dogmatic approach to religion, emphasis on social justice and openness to diverse communities, including the LGBT community. Recipients are encouraged to visit a local UU website (<http://www.uuba.org>) featuring links to the websites of local congregations.

Cost: \$300,000, raised from 600 local church members.

Media: Print, cable TV, radio and direct mail.

Duration: September 2007 through November 2007

Kick-Off Event: Saturday, Sept. 15, 11 a.m. to 1 p.m., Unitarian Universalist Church of Berkeley, 1 Lawson Rd., Kensington, CA 94707-1015. The special guest is Rev. William Sinkford, president of the Unitarian Universalist Association, which represents more than 1000 congregations in North America.

About Rev. Sinkford: Rev. Sinkford, the first African American to be elected UUA president, was named by Halimah Abdullah of Beliefnet as one of the most prominent and powerful African-American religious leaders (http://www.beliefnet.com/story/161/story_16106_1.html). Prior to entering the UU ministry, he worked in corporate marketing and urban housing development.

Media Contact: Cilla Raughley, District Executive of the UUA's Pacific Central District, is available to set up interviews with local UU ministers. Reach her at (xxx) xxx-xxxx.

For more information about the UUA, see <http://www.uua.org>. For more information about Bay Area UU congregations, see <http://www.uuba.org>.