



Covenant for use of The Uncommon Denomination resources

The Uncommon Denomination campaign changes the environment in which we live our faith.

... It engenders pride in our faith, in participating congregations, and in individual members of those participating congregations.

... Community awareness of our faith opens a door. Publicly available messages about Unitarian Universalism mean that sharing our faith with friends, neighbors, co-workers, and congregational guests no longer feels like making a cold call.

... Challenges in such a changed environment include maintaining awareness of the line between pride and arrogance, and being willing to reach out through the door the campaign has opened to invite the seeker in

... The campaign has an impact on other congregational advertising, which no longer appears in a "vacuum" of awareness about Unitarian Universalism.

By working together we can do more than any one of us can alone.

Congregations who have used The Uncommon Denomination have found that:

- Congregational leaders tended to believe before beginning the campaign that they were more prepared to welcome and include newcomers than they actually were.
- Accurate data about visitors (first time and returning) is critical to effective hospitality
- Sharing our Unitarian Universalist good news and inviting newcomers to visit is most effective with a consistent message shared in many ways over time.
- Visitor numbers may increase dramatically for congregations using Tier 2 and/or Tier 3 resources
- New members may join as a result of the campaign within 2-3 months in congregations using Tier 2 and/or Tier 3 resources.

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Mindful of these facts, we covenant together as follows:

The UUA, this congregation, and its District, using The Uncommon Denomination campaign, hereby enter into a partnership to grow our faith. This partnership will use welcoming/inclusion resources and media resources to invite guests to visit and welcome them into the local congregation, and encourage these visitors to make their spiritual/religious home within Unitarian Universalism. It will also share the good news of Unitarian Universalism with the congregation's wider community.

- The UUA covenants to provide quality resources on welcoming guests and including new members.
- The congregation covenants to make an honest assessment of its capacity to welcome guests and include new members, and to offer gracious and intentional hospitality to all those who cross the threshold.
- The District covenants to offer any additional consultation on data gathering/interpretation for these assessments that may be useful to the congregation.

- The UUA covenants to provide professionally developed and tested media resources: professionally developed, high quality, supported with resource materials, designed for ease of use.
- The congregation covenants to use these media resources responsibly, understanding that sharing our Unitarian Universalist good news is most effective with a consistent message shared in many ways over time.
- The District covenants to promote the use of these materials throughout its territory and to provide feedback in regard to how the messages are being received for our ongoing learning.

- The UUA covenants to continue learning from the ongoing use of these resources, and to make those learnings available to this congregation.
- The congregation covenants to provide the UUA with information on its experience using the welcome and media resources, data on visitors and new members, and lessons learned.
- The District covenants to share the experiences and learnings with other congregations within its territory, and to encourage other congregations to join in this effort.

- The UUA covenants to use the information provided by the congregation to assist in continually improving the resources available.
- The congregation covenants to engage in ongoing assessment, and improvement in its welcoming and including practices.
- The District covenants to continue to support and encourage the ongoing use and development of these resources throughout its territory.

Signed

For the congregation

Date

Please print name

Print congregation's name

Please Print town/city and state

For the UUA

Date