



People looking for a church are:
 In transition
 In tension

Meet visitors' needs. Ask "what can we do for you?"
 Needs: spiritual, physical, emotional, intellectual and social

Before people join a church they want to know the answers to five questions:

1. Do I fit here? (Question of acceptance)
 - Need to establish affinity (covenant) groups within the church so that people with similar ages, interests, problems can find each other
2. Does anybody want to know me? This is a question of friendship.
3. Am I needed? This is a question of value. People want to make a contribution with their lives.
4. What is the advantage of joining? This is a question of benefit.
5. What is required of members? Question of expectations

Tips:

1. Mirror who you WANT to be, i.e. if you want younger families, have greeters be young families.
2. Thanks for being our guest letter: Enclose a postage paid card.
 "My First Impression"... Our church wants to serve you better, so would you please give us your opinion on...Ask three questions
 - What did you notice first?
 - What did you like best?
 - What did you like least?
3. Expectations of Membership: Time, Treasure, Talent

Welcoming, Growth and Marketing Resources

UUA Marketing, Welcoming & Hospitality Resources on Websites:

The Uncommon Denomination marketing outreach resources at UUA.org > Leaders> Leaders Library and search "Uncommon Denomination"

The Membership Journey: A great tool! UUA.org > Leaders> Leaders Library and search "Membership Journey"

New Resource!! Evaluating Your Membership Process: Congregations Count, Contact Susanna Whitman, Growth Services Administrator (see information at foot of page)

Coming Soon- Fall 2007! DVD on Unitarian Universalism. Perfect as a free gift for visitors and new members.

Non-UU church growth websites:

www.churchgrowth.net – their daylong seminars held around the country (Christian-oriented) are outstanding for learning about attracting and retaining visitors.

www.connectionpower.com

www.outreach.com

Books and Other Print Resources:

On Church Strategic Planning and/or Marketing:

The Purpose Driven Church, by Rick Warren

Marketing for Congregations: Choosing to Serve People More Effectively, by Norman Shawchuck, Philip Kotler, Bruce Wrenn, Gustave Rath

Churchworks, by Rev. Anne Heller (UUA bookstore)

Holy Conversations, by Alice Mann and Gil Rendle (Alban)

On Welcoming and Hospitality:

Growing a Beloved Community, by Tom Owen-Towle (available UUA bookstore)

The First 30 Seconds – A Guide to Hospitality for Greeters and Ushers by S. Joan Hershey (New Life Ministries)

Widening the Welcome of Your Church, by Fred Bernhard and Steve Clapp (Christian Community and Brethren Press) – includes study guides/info on welcoming children, youth, young adults.

Radical Hospitality - Benedict's Way of Love, Father Daniel Homan & Lonnie Collins Pratt – personal spiritual practices that can be applied to church welcoming and hospitality

Research and Marketing Tools:

Percept Data: Information on faith profiles and preferences in your market area. Order *Ministry Area Profile* from the UUA and save money! www.percept1.com

<http://www.churchplanting4me.com/tutorial/demographics.html>

<http://www.congregationalresources.org/ShowCat.asp?TC=60>

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Suggestions on visiting another UU Church

To help us in the planning process that we are engaging in this church year, we are asking that you and your family attend a worship service at a UU church other than our own. Plan to arrive at your chosen congregation 10 – 15 minutes before the service is scheduled to begin, and plan to attend coffee hour.

1. How are you made to feel welcome, are you noticed without feeling conspicuous?
2. Are people wearing nametags, were you offered a nametag?
3. Are there other visitors in addition to you (or can you tell)?
4. Does the service seem familiar, do you feel like you know what to do, or do you feel like you're in a strange place that is really different from our church?
5. How does the congregation interact and respond together during the service?
6. How was the sermon? Did you remain engaged in the topic?
7. Were the minister and other church leaders accessible, down-to-earth, friendly?
8. How were you invited to coffee hour?
9. At coffee hour, what happened?
 - a. Did you stand alone, waiting the obligatory 5 minutes before exiting?
 - b. Did one or more people approach you to engage in conversation?
 - c. Was there a "welcome table" with information? If yes, what kind (UU brochures, membership information, etc.)?
 - d. Did someone offer you the most recent newsletter or other information about the church?
 - e. How was the space in which coffee hour was held (dank basement, view onto garden?)
10. Afterwards (back in the car?), ask your self if going to this service was worth the time and effort that you spent. Was it an experience that would make you want to return? Do you have a new appreciation for the UUAC after this?
11. Will you bring anything that you heard, felt or thought from the Sunday worship and fellowship experience into your week?
12. Name one thing (emotion, inspiration, lesson, truth, disappointment, frustration) that you brought home with you from the time you spent at the congregation that you visited.
13. How was the physical structure? Was the church easy to find? Was the signage visible and easy to read? Was the building clean, tidy, the bathrooms spotless?
14. Before you visited the church did you call and get information? Was the person knowledgeable and personable?
15. Did you visit the congregation's website? Was it easy to "navigate"? Attractive? Have the information you wanted?