

Congregational Services Mission: Committed to anti oppression and justice, we promote the health, growth and transformation of congregations and individuals in fulfilling their mission.

As this new church year gets underway, I am please to offer updates on some of the work of the Congregational Services Staff Group. We have the great joy of finding ourselves in the midst of much that can be transformational for our congregations and for our Association.

Bay Area Marketing Campaign

After 2+ years of planning and preparation the San Francisco Bay Area marketing campaign started the week of September 10th. This regional campaign was the largest ever in several ways: number of congregations participating (17), dollar amount raised (\$300,000+), donor participation (600) and diversity of the media mix.

The media plan includes

KQED public radio: four weeks of General Service Announcements on shows such as All Things Considered, Morning and Weekend Edition, News, and Prairie Home Companion.

KQKE, six weeks on Air America with Thom Hartman, a new environmental show called Green Seed Radio and the Progressive News Hour with John Scott.

TV - The Daily Show and Colbert Report on the Comedy Network: To attract the younger liberal audience we ran 4 weeks of commercials on these popular shows.

Newspaper Inserts: ~400,000 four page, 4-color flyers were inserted in the major newspapers the weekend of October 4-7. These were inserted by targeted zips provided by the congregations.

Direct Mail: 250,000 oversized postcards were sent to households the week of September 24th. Those same households received the four page insert mailed directly to their homes the week of October 15th for a one-two punch.

Specialty Publications: Newspaper ads in the major **GLBT weekly publication - the Bay Area Reporter**, and full page four color ads in the following national magazines - **Parents, Parenting, Family Fun and American Baby** targeted to young families.

100 "billboards" on BART stations the month of October

Internet: Google ads and web banners on specialty sites.

Guerrilla Marketing: \$10,000 was provided to a local regional marketing group for ads in small specialty niche publications and media.

Release of new DVD "Voices of a Liberal Faith – Unitarian Universalists"

"Voices of a Liberal Faith" was commissioned by the UUA in response to many requests from Unitarian Universalists for an audio-visual story of our faith. It is a high-quality, professionally produced introduction to our unique religion. It offers a powerful ten-minute overview of our history, theology, worship experience, religious education, social justice work and aspirations toward greater inclusiveness.

The DVD was produced by the UUA's advertising agency, the Swardlick Marketing Group in Portland, Maine. More than 1,000 UUs contributed funds to this effort in response to an appeal from the Friends of the UUA. 160 particularly generous donors were designated as co-producers, and their names are included in the closing credits.

All congregations received copies of the DVD the week of September 24th. Depending on the size of the congregation 3, 6, or 11 complimentary copies were sent to each congregation. Additional copies are available for purchase at a very reasonable cost. It is the UUA's desire to have these be used by congregations and shared by members as an evangelizing tool.

National Advertising Campaign

The UUA is embarking on its first national advertising campaign in fifty years. The UUA will be running ads in *Time* Magazine. *Time*, with a weekly circulation of 3.25 million (and 21.4 million weekly readership), is the oldest and most widely-read news magazine in the country. Time subscribers are "influencers" or thought leaders. Their psychographic profile includes an interest in theories and being life long learners. It is the #1 news magazine for key audience segments such as:

- adults ages 30 - 44, who listen to, watch, or have contributed to NPR/PBS
 - adults ages 30 - 44 who have participated in, or contributed to, environmental organizations or causes.
- (Source: MRI Data)

The UUA will run two full page ads and two "advertorials," October through December 2007 (see schedule below). An "advertorial" is an exciting concept developed by our ad agency in collaboration with *Time*. It is a two-page spread which includes a 1/3 page ad on the far left and a 2/3 page ad on the right. Between the ads is a *Time* magazine story.

The 2/3 page ad will include a reference to *Time*'s archives of over 16,000 religion articles located on the *Time.com* website. When the reader goes to www.time.com/religionarchive, UU advertising and content will be featured prominently. The page will include links to uua.org as well as to articles sharing our unique Unitarian Universalist perspective on many of the topics covered in the archive pages. The Unitarian Universalist Association of Congregations will be recognized as the sponsor of *Time*'s Religion Archives.

This strong partnership positions our faith as the liberal religious authority on major issues of our time.

Schedule for Phase 1

Month	Ad	Cover Date	Received in Homes & Newsstands
October	Full page	10/15/07	10/05/07
November	Advertorial	11/5/07	10/26/07
November	Full page	12/3/07	11/23/07
December	Advertorial	12/31/07**	12/21/07

***Time* Person of the Year Edition

Congregational Services supported the campaign by providing many resources on the UUA website to help congregations with their hospitality and membership processes.

Anti Racism, Anti Oppression, Multiculturalism

We continue to work to deeply integrate ARAOMC into all aspects of our Congregational Services mission and ministry. We continue to offer Jubilee One and Jubilee Two trainings and JUUST Change Consultancy (all of these resources is being used this fall). There have been opportunities to:

- Partner with Identity Based Ministries staff and others on the development team for the Diversity of Ministry initiative and support structures for the congregations and ministers who will participate
- Join with the Office of Ministerial Credentialing to offer (for the second time) a 10-hour Anti-Racism Training for Unitarian Universalist Ministerial Candidates during Ministry Days 2007. Facilitated by JUUST Change consultants and Jubilee trainers, the workshop was designed to meet the needs and nurture the passions of aspiring ministers along the path of antiracism both within Unitarian Universalism and in the larger world. A follow-up conference call in September with the facilitators helped to further the conversation with workshop attendees, after they had some time to process what they learned in June.
- Offer (for the second time) ARAOMC training for the Association's newly elected and appointed leaders in a post GA training. Developed by a team of JUUST Change Consultants and Jubilee 2 trainers and led by a team representing both, our time together included exploration of racial identity development, institutional racism, our institutional history around race, accountability, levels of readiness and how ARAOMC can impact and shape leadership roles.
- Participate in the UU Leadership Team Institute sponsored by Metro New York, St. Lawrence, Ohio Meadville and Joseph Priestley Districts. Over the course of a week we brought ARAOMC lenses to bear on family ministry, governance, small group ministry, growth and social justice; offering to teams from 30 congregations opportunities to learn about and reflect on how ARAOMC shifts culture and processes in each of these areas of leadership.
- Engage with the Committee for Socially Responsible Investing, our colleagues in Stewardship and Development; the GA Planning Committee to focus on understanding accountability and racial justice. Each group also had hands-on experience to apply theory and tools to their association roles and responsibilities.
- ***Leading Congregations into a Multiracial, Multicultural Future - now is the time!***
The success of the February 2007 national conference has reinforced how essential it is for UUs to continue with this important work as we seek to build just and inclusive communities through our commitment rooted in Unitarian Universalist identity, theology, and values. We are offering another opportunity for leaders to gather February 22-24, 2008 at the Doubletree Hotel in San Jose, CA. We are working with our congregation in San Jose and with others in PCD. Detailed conference and registration information will be available online in October 2007. DVDs of the 2007 conference worship and keynote are available for \$5 each: contact congservices@uua.org for information.

Online Initiative for Sexual Abuse Prevention and Education

With \$20,000 financial support provided by the UU Funding Panel, Congregational Services of the UUA teamed with LREDA and NEARI (New England Adolescent Research Institute) to make information on sexual abuse prevention in congregations accessible in an easily usable format. The online educational course is now available at <http://courses.neari.com/>. Using a resource written in 2005, multiple specialists worked to make *Balancing Acts – keeping children safe in congregations* a no-cost, innovative, interactive, reliable tool for Unitarian Universalist

congregational leaders. This course is the first of its kind - offering information, policies, and procedural suggestions to create a congregation where children, youth and vulnerable adults will be safe from sexual abuse. It takes 2-3 hours to complete but can be taken in multiple segments. Shortly after the course went live an Associated Press story highlighted the development of this resource. This story was in turn picked up by more than 100 other news outlets. We are getting regular feedback from users (including some from other faith communities) about what a valuable resource this is. And we have noted an increase in the use of other congregational safety resources, attributable in part to use of our on line resource.

Large Congregations Conference

The triennial Large Congregations Conference, for lay leaders and staff from congregations with 550 members or more, will be held Thursday – Sunday, March 13 – 16, 2008 in Louisville, Kentucky at the Marriott Louisville Downtown. The theme is **From Inspiration to Perspiration: Spiritually-Grounded Leadership for Large Congregations**. The keynote speaker will be Susan Beaumont, Senior Consultant for the Alban Institute and recognized specialist in large congregation health and dynamics. A wide range of large congregation-appropriate workshops will be offered. Watch uua.org for information: click “I am Interested in” selecting “Events.”

Planning for Growth and Vitality: pilot projects in support of small and small mid size congregations.

In partnership with the Central Midwest, New Hampshire/Vermont, Northeast and Clara Barton Districts we have begun three pilot projects. The pilot partnerships involve working with a limited number of invited small and/or small midsize congregations and include offering trainings based on PFG, providing on going consulting to those congregations and working with District Staff to develop skilled mentors/consultants/coaches that can use the PFG resources and provide longer term ongoing support at the district level.

Culture Change – a brief word

We are experiencing an increase in requests for demographic studies from our partner Percept Demographics. And we are experiencing a marked increase in incoming (unsolicited) inquiries about congregational hospitality and inclusion. In my opinion, both reflect a larger culture change in how our congregations understand themselves in relationship to their communities, their guests and their members – shifting language, mission and reality.

Congregations Count

This is the newest of our core resources on hospitality and inclusion. Taken together with the Congregational Assessment and Membership Journey these three resources (all available on line) provide good grounding, information and tools for ministries of hospitality and inclusion – asking honest and probing questions offering guidance and ideas and providing diagnostic tools.

Beyond Fundraising: A Complete Guide to Congregational Stewardship

Beyond Fundraising is now in its second printing. Forward Through the Ages (FORTH), the new stewardship development program, is being field tested with seven UU congregations. This three-year demonstration project is designed to identify stewardship development best practices. The findings will be shared with all UU congregations in 2010. In collaboration with several of our districts Wayne Clark will be leading workshops and offering keynote reflections on Beyond Fundraising at district conferences in the fall and spring. Again, we are seeing culture change around money, giving, stewardship begin to take root in new and different ways.

Young Adult and Campus Ministry Office

In addition to the process of restructuring the office, we are also in process on the evaluation of the pilot UU Summer of Service and Spirituality which served 14 interns in Providence RI and Boston this past summer. By all accounts it was a success – and before us now is the question of what to make of this for the future.

The DVD of the contemporary workshop conference is now available in the UUA Bookstore. Plans for a study guide are in the works.