

Summary St. Louis Marketing Campaign
Prepared January 25, 2007
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BACKGROUND

In June 2005, the UUA supported GA with an advertising campaign. The goals for the campaign were:

- Generate “brand awareness” of Unitarian Universalism in St. Louis
- Create excitement and pride for UUA GA attendees visiting St. Louis
- Invite visitors to the GA Sunday Service

MEDIA BUY

Bus Shelter Ads: four key downtown locations around the hotels, convention center and a major traffic artery into the city

MetroLink Interior Ads: 100 interior cards (9” x 18”), on eighty trains, two weeks

KWMU NPR Radio: 60 15-second spots in June

St. Louis Post Dispatch Newspaper: One ad (3 column x 8”) inviting folks to attend the GA Sunday service; main section of the paper, Thursday June 22nd. The four St. Louis area congregations were listed in the newspaper ad.

The Vital Voice: GLBT newspaper, June issue.

The June campaign cost ~\$8,000.

In addition to the media buy, an all-day workshop with local lay leaders was conducted in early May. The morning session discussed grass roots marketing ideas for the local congregations; the afternoon was about welcoming and hospitality.

The UUA provided a phase II campaign in September to support the back-to-church season.

MEDIA STRATEGY FOR SEPTEMBER

Insert in Paper: 137,000 4-page, four color flyers in 55 zip codes (as determined by the congregations) were inserted in the St. Louis Post Dispatch on Thursday, September 21st.

KWMU NPR Radio: 30 spots in September.

The fall campaign budget was ~10,000

September Objectives:

- Generate brand awareness of Unitarian Universalism in St. Louis
- Increase visitor attendance at the four UU congregations in the St. Louis metro area
- Increase membership in the congregations

RESULTS

The following pages provide a detailed analysis of results of the St. Louis advertising efforts. Apart from an overview summary, the individual congregation's analyses is presented separately and each is intentionally different. This was done for two reasons. First, the results were reviewed with an attempt to "paint a picture" of the campaign - to share the most important results for each church and make the analyses more interesting. Secondly, each congregation submitted different information making direct comparisons difficult.

Charts summarizing data are located below each statement.

Summary

The four congregations collectively had a 17% increase in visitors comparing June-November 2005 and 2006.

Attendance statistics varied. First Unitarian Church of St. Louis, Eliot Unitarian Chapel and Emerson Unitarian Universalist Chapel experienced a decline in adult attendance during comparable periods of time (2005 v. 2006); First Church, Alton, Illinois experienced a dramatic increase.

While attendance data is collected during a campaign, it is slightly misleading to use it to measure a campaign's effectiveness. The majority of attendees at a church are members. Members' motivations for attending a Sunday service are quite different from a visitor's.

Congregation	Total Visitors* June – Nov. 2005	Total Visitors* June – Nov. 2006	% change 2005-2006
First Unitarian Church of St. Louis	171	212	24%
Eliot Unitarian Chapel	67	74	10%
Emerson Unitarian Universalist Chapel**	42**	54**	29%
First Unitarian Church, Alton, Illinois	93	96	-3%
Total	373	436	17%

* Congregations did not differentiate between first time and returning visitors in their counts – combined total of both.

** Data for September - November 2005 & 2006. No data available for June, July, August 2005. Total visitor count for June, July, August, 2006 is 21, which would make the % change much higher at 78%.

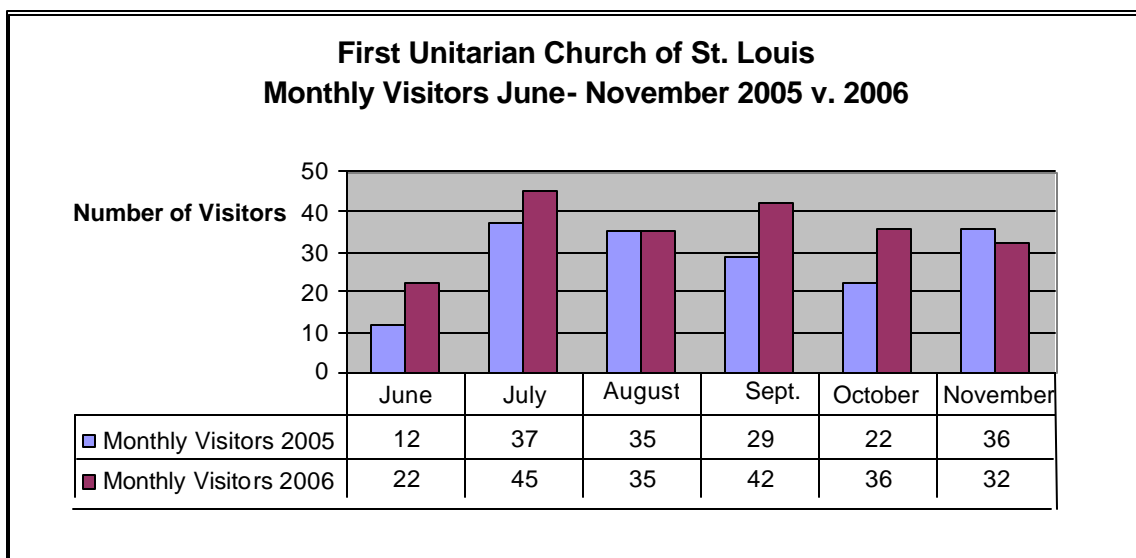
Congregation	Total Attendance June – Nov. 2005	Total Attendance June – Nov. 2006	% change 2005-2006
First Unitarian Church of St. Louis	4,751	4,325	-9%
Eliot Unitarian Chapel	5,452	5,418	-.06%
Emerson Unitarian Universalist Chapel*	1,061	1,027	-3%
First Unitarian Church, Alton, Illinois	1,048	1,517	45%
Total	12,312	12,287	- .2%

*Data from July-November 2005 & 2006.

First Unitarian Church of St. Louis

First Unitarian had a 24% increase in visitors from June-November 2005 versus 2006

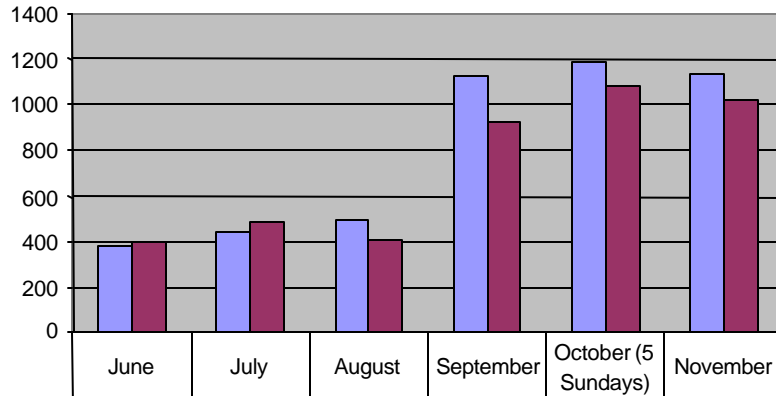
MONTH/YEAR	2005	2006	% change
June	12	22	83
July	37	45	22
August	35	35	0
September	29	42	45
October	22	36	63
November	36	32	-11
TOTAL	171	212	24



First Unitarian experienced a decrease in attendance in comparison to a year earlier. The following are the statistics:

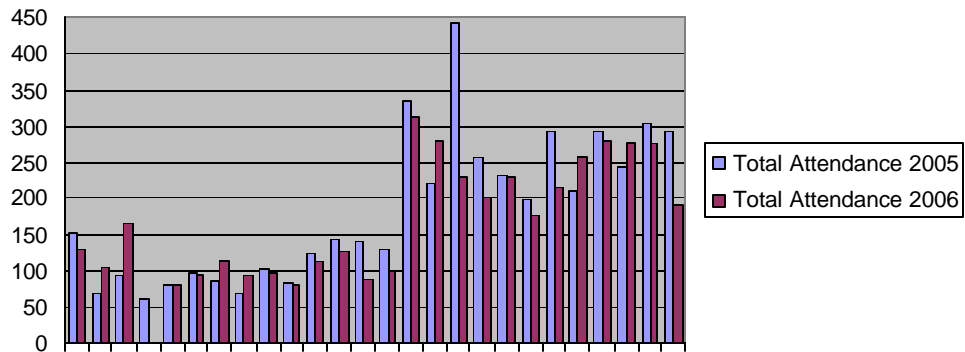
- Total Attendance June – November 2005 v. 2006 decreased 9% from 4,751 to 4,325
- While weekly attendance was higher during the second and third weeks of June 2006 versus 2005 (June 25, 2006 the church was closed because of the GA Sunday service), the increased attendance was not sustainable.
- There was not a significant increase in total attendance in the fall of 2006, as compared to 2005. In fact, attendance for 2005 was consistently higher, with the exception of the four Sunday in September, which was the Sunday immediately following the insertion of the tabloid piece in the St. Louis Post Dispatch

**First Unitarian Church of St. Louis
Total Monthly Attendance
June-November 2005 v. 2006**



■ Total Monthly Attendance 2005	378	437	493	1126	1188	1129
■ Total Monthly Attendance 2006	401	484	410	923	1083	1023

**First Unitarian Church of St. Louis
Total Weekly Attendance
June-November 2005 v. 2006**

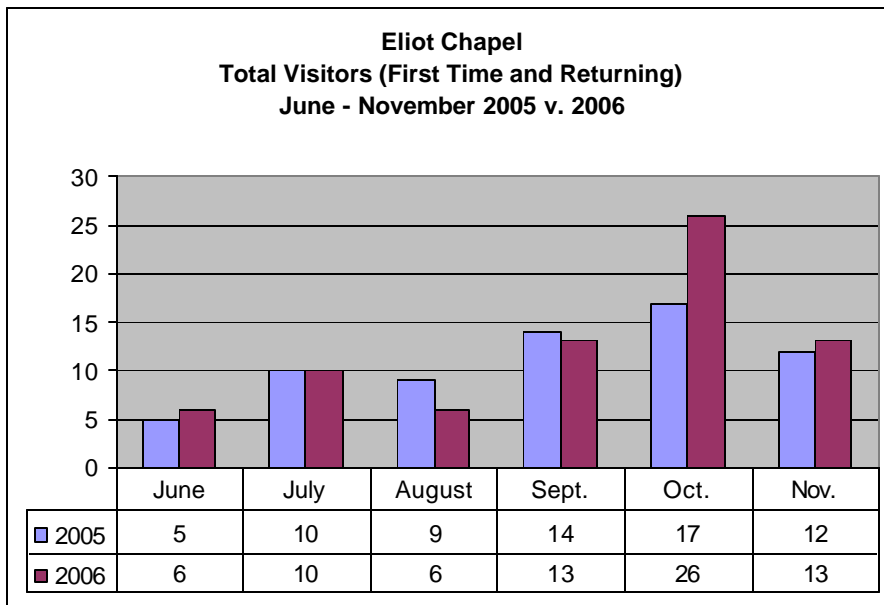
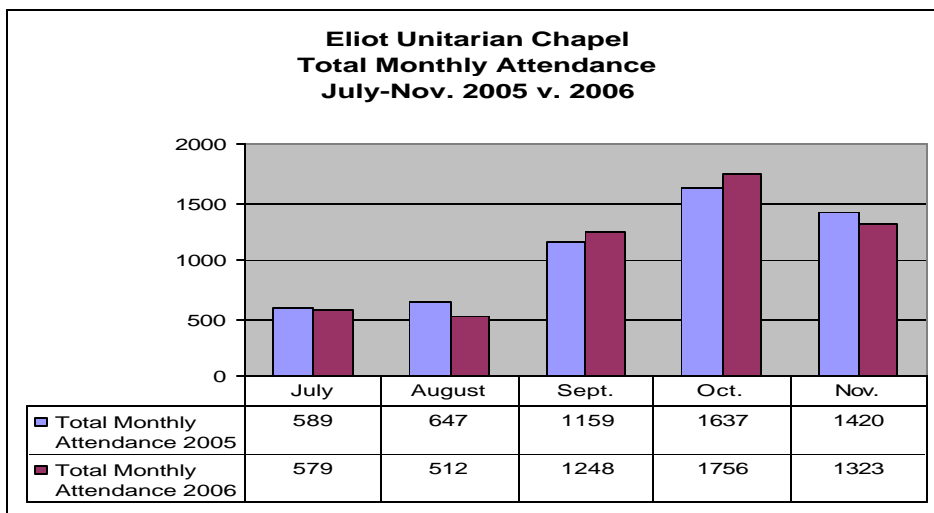


1st Sunday June
3rd Sunday June
1st Sunday July
3rd Sunday July
5th Sunday July
2nd Sunday / Aug
4th Sunday / Aug
2nd Sunday / Sept
4th Sunday / Sept
2nd Sunday / Oct
4th Sunday / Oct
1st Sunday / Nov
3rd Sunday / Nov

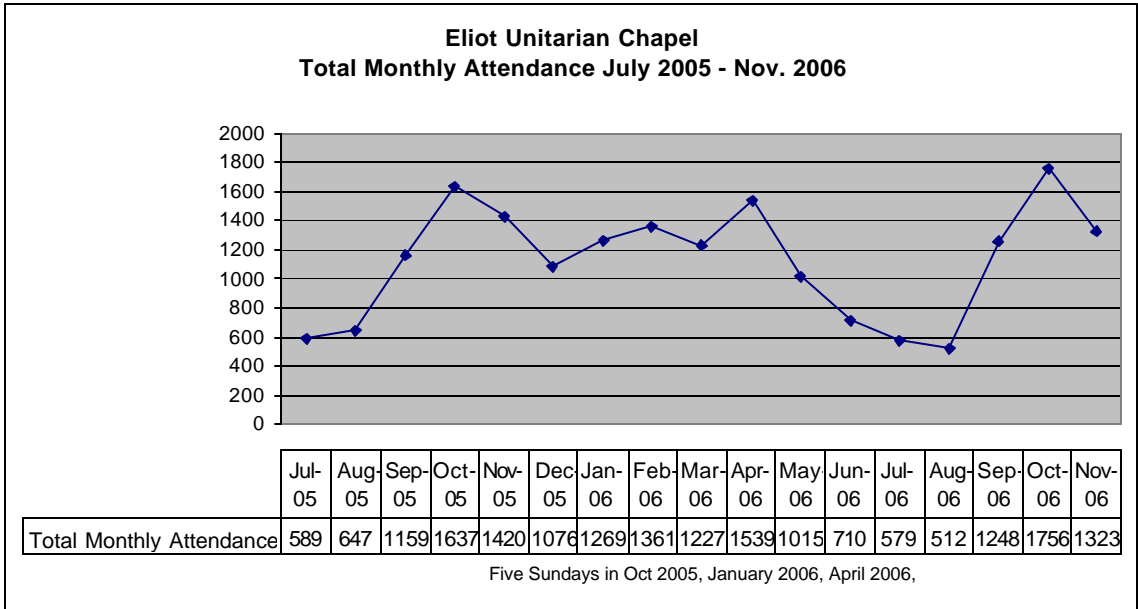
Eliot Unitarian Chapel, Kirkwood, Missouri

Eliot Unitarian Chapel is making a concerted effort to stem declining membership. Rev. O'Connell was very enthusiastic about the marketing campaign and spearheaded much of the local efforts.

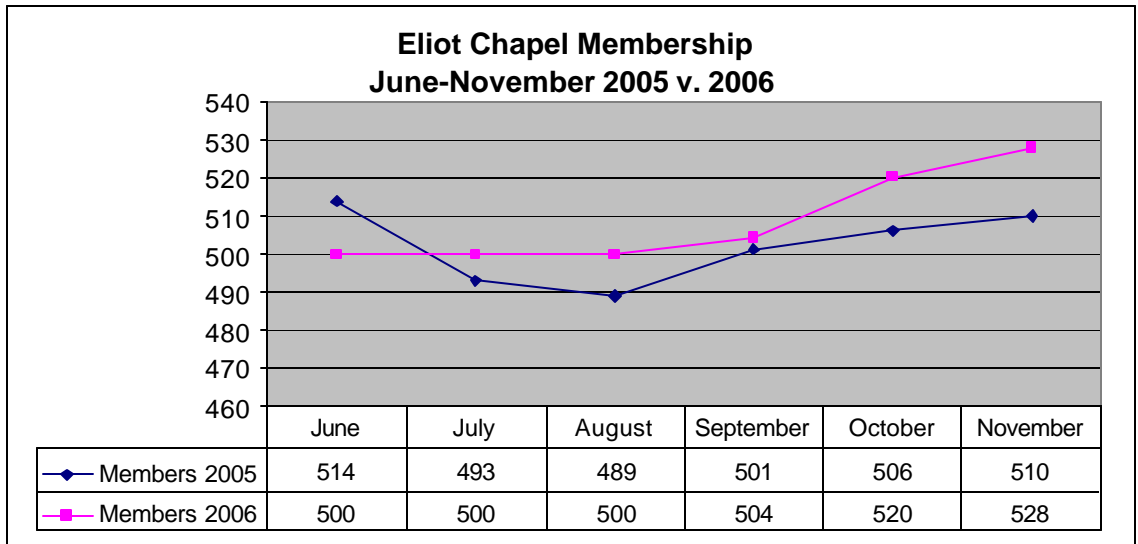
- Adult Attendance declined .06% from July – November 2005 versus 2006 from a total of 5,452 to 5,418. However, total adult attendance increased 3% September- November 2005 v. 2006
- 10% increase in visitors (first time and returning), June – November 2005 v. 2006 (67 in 2005 v. 74 in 2006)
- 21% increase in visitors (first time and returning), September – November 2005 v. 2006 (43 in 2005 versus 52 in 2006)



- Highest total monthly adult attendance was October 2006.



- Membership has increased steadily over the last six months and is 3.5% higher than a year ago (November 2005 v. 2006).



Emerson Unitarian Universalist Chapel, Ellisville, Missouri

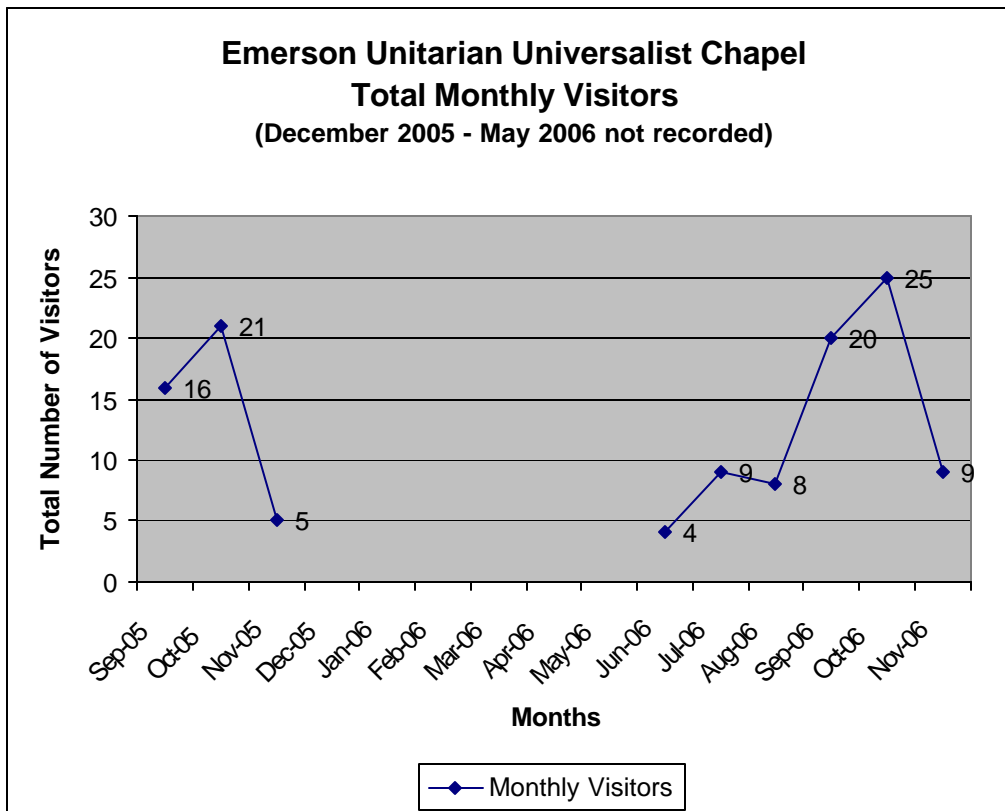
Emerson UU Chapel has had a 17.5% increase in membership from June 2005 through November 2006 (74 to 87 members).

Emerson had a 29% increase in visitors, September – November 2005 versus September- November 2006.

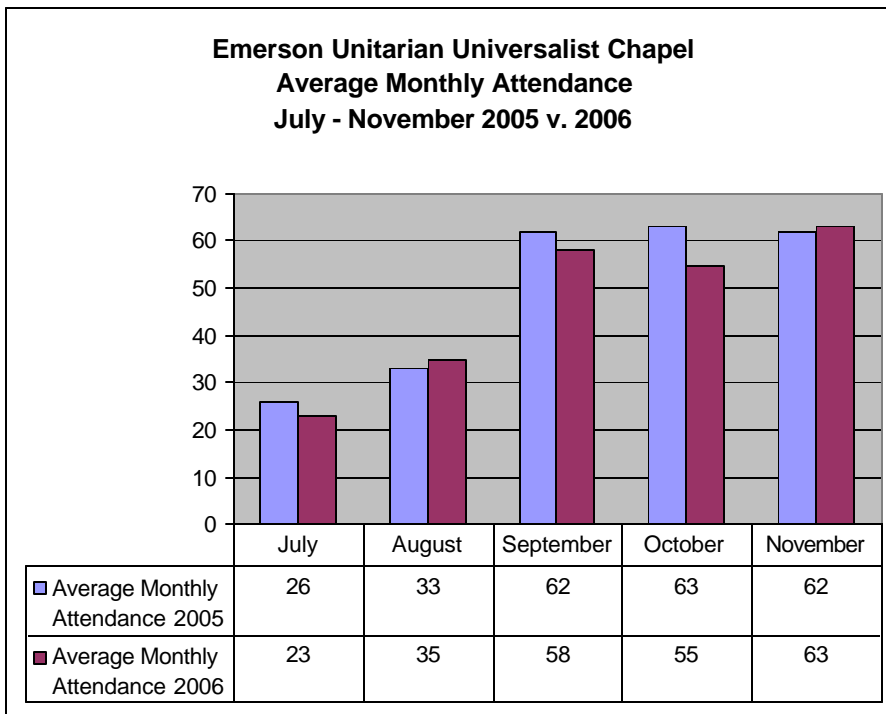
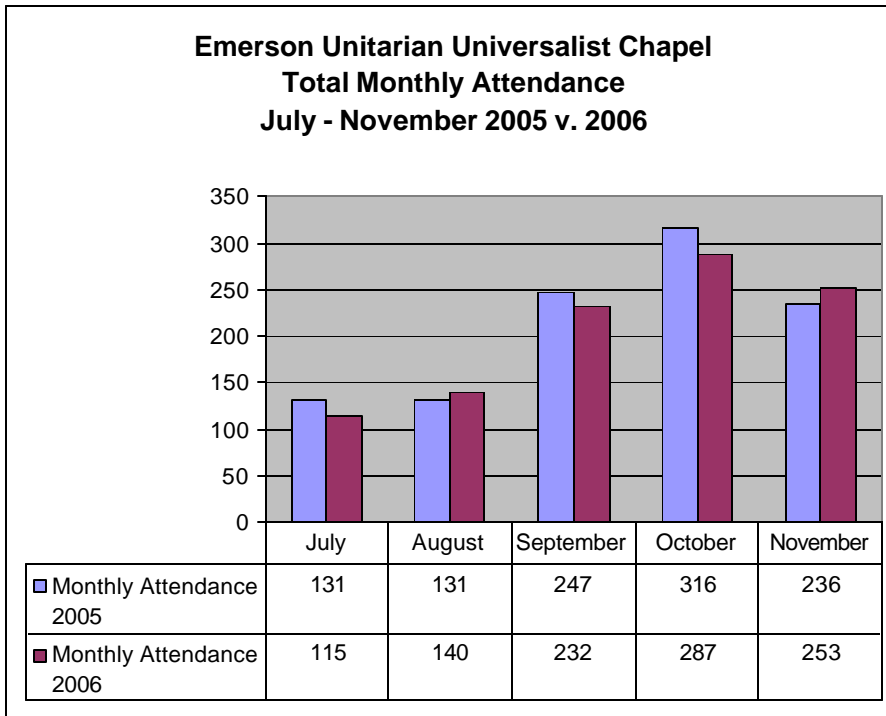
Emerson Chapel has a very high ratio of children to adults; approximately one child for every two adults. This is a young church!

Month	Monthly Visitors 2005	Monthly Visitors 2006	% Difference
Sept.	16	20	25
Oct.	21	25	20
Nov	5	9	80
Total	42	54	29

Visitors increased significantly over the course of the fall campaign. The pattern of visitor attendance was similar to a year earlier, with significant increases in visitors in September and October, followed by a decline in November.



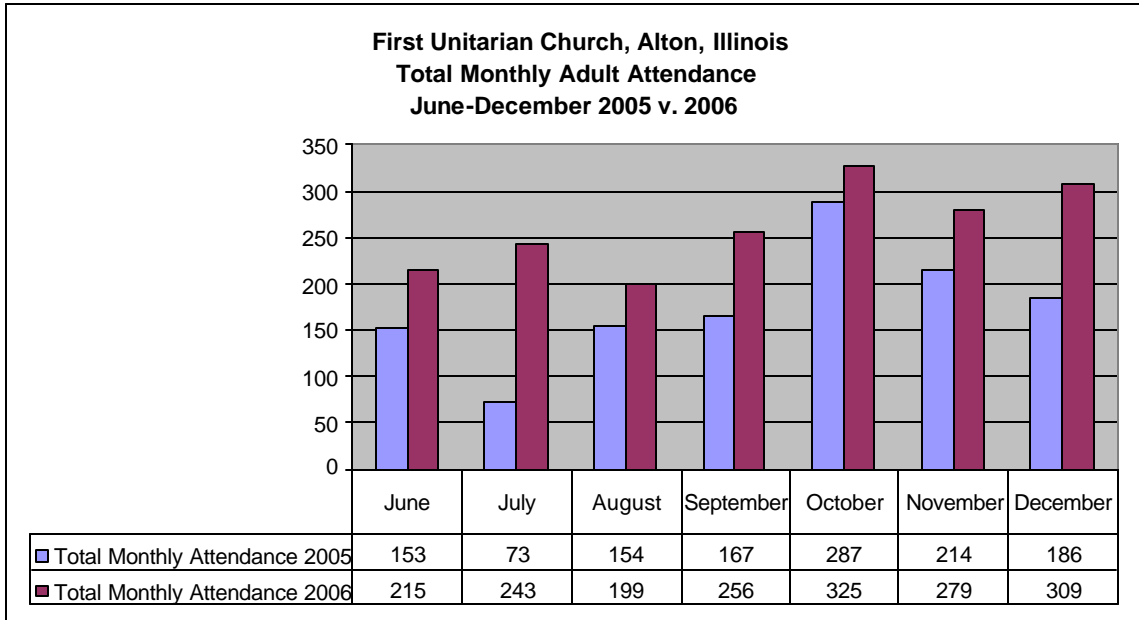
Emerson Unitarian Universalist Chapel had a 3% decrease in total monthly attendance July – November 2005 versus 2006 (from 1,061 in 2005 to 1,027 in 2006).



First Unitarian Church, Alton, Illinois

While First Unitarian Church had the smallest increase in visitor attendance, both their Sunday attendance and membership numbers have increased significantly. This may be a result of the invigorating leadership of their relatively new minister, Rev. Khleber Van Zandt.

- Visitor attendance increased 10%, June – December 2005 v. 2006
- Total adult attendance increased 48% from June – December 2005 v. 2006 from 1,234 to 1,826.



- Membership has increased 45%, June – December 2005 v. 2006, from 11 new members to 16.

Month	2005	2006
June	2	3
July	0	6
August	0	2
September	0	1
October	5	1
November	1	1
December	3	2
Total	11	16

CONCLUSIONS

The four congregations impacted by the advertising campaign did experience an increase in visitors. With the exception of Emerson Chapel, however, they have not had a history of strong growth (see chart below).

In addition, three of the four congregations have experienced a decline in attendance. This may be correlative to declining membership. Both trends are disconcerting.

Advertising gets visitors through the doors of the church. It is the responsibility of the congregations to be welcoming and to have a ministry that serves the visitors' needs.

It will be interesting to see if the increase in visitors will translate to an increase in future membership.

Congregation (numbers provided annually to the UUA)	2003	2004	% 2003 2004	2005	% 2004 2005	2006	% 2005 2006	% 2003 2006
First Unitarian Church of St. Louis	437	398	-9%	400	-.5%	387	-3%	-11%
Eliot Unitarian Chapel	555	532	-4%	511	-4%	522	2%	-6%
Emerson Unitarian Universalist Chapel	64	68	6%	74	9%	81	10%	27%
First Unitarian, Alton Illinois	72	81	12%	61	-25%	72	18%	0
Total four congregations	1128	1079	-4%	1046	-3%	1062	2%	-6%
Central Midwest District	11,484	11,667	16%	11,516	-1%	12,513	9%	9%