



## **Covenant for use of “The Uncommon Denomination” Resources**

**The Uncommon Denomination** media 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 need no longer feel 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 move out actively through the door the campaign has opened, reaching out to invite the seeker in

... The media 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:

- Visitor numbers may increase dramatically, and that
- New members may join as a result of the campaign within 2-3 months, and 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 one critical means to the end of 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.

### **Covenant:**

Mindful of these facts, we covenant together as follows:

The Unitarian Universalist Association and this congregation, using **The Uncommon Denomination** media 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 UUA covenants to provide 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 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 UUA covenants to use the information provided by the congregation to assist in making changes and to continually improve the resources available.
- The congregation covenants to engage in ongoing assessment, and improvement in its welcoming and including practices.

Signed

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for the Congregation

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for the Unitarian Universalist Assn.

Date

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