

Uncommon Denomination Materials Usage Report

April – May 2006

Congregational Services

Covenanting Congregations

From April through May no congregations signed the Uncommon Denomination Covenant, yet there have been several inquiries, and three congregations indicate that they are in process of signing and sending the covenant to the UUA. The key question that many ask is “Why covenant?” When we explain that the covenant ensures that we learn from congregations’ experience and can pass this on to other congregations many are more interested in becoming involved. Covenanting congregations receive benefits such as being sent direct notice by email when new resources become available, for example the new Uncommon Denomination web banners. Future enhancements for covenanting congregations are planned.

New Uncommon Denomination Web Banners a Success!

In April *The Houston Chronicle* made the Houston Area campaign web banners available for generic use nationwide and these were posted on the UUA’s Uncommon Denomination web site. The UUA’s PR email list, district staff members, and Uncommon Denomination covenanting congregations were all notified of the banners availability. In the first two days of publicizing the Web banners, seven emails came in stating that people had posted the web banners on their and, or, their congregation’s web site. Many more postings of the web banners followed, as we received notification of their use.

Usage of Postcards and Banners

During this two-month period we sold seven of the ten “Marriage” banners that we ordered in March. The “Marriage” banners had been reworded from the previous “Civil Marriage is a Civil Right” to “Marriage is a Civil Right.” Clearly the change in wording has been seen as good, or neutral, as they are selling at a much faster rate than previously.

Seven post card orders have been received during April and May. Ten banners have been sold in these two months, three more than in the previous three-month period. This may indicate a shift toward increased outdoor activities with milder weather in many parts of the country giving rise to banners being hung outdoors and used in parades. Users have described their plans for the banners and these two uses are mentioned repeatedly.

Uncommon Denomination Service Mark and Issue Ads Usage

There was an increase in requests made for service mark discrete use, with seven requests in this shorter two-month period, compared to five in the previous three-month period reporting. Five of these were for print ads to be adapted or redesigned to fit ad spaces or for specialized purposes. There was also a web banner redesign request and a request for artwork to print a double-sided banner (from the Houston campaign design) “Room for Different Beliefs. Yours.” Included among these requests are congregations that seek our help as they formulate a marketing strategy and begin the nascent steps toward signing a Covenant.

There has been a decrease in use of issue ads during this period. We have had one notification from a start up congregation in Florida that downloaded three (3) issue ads to use in this period.

Please find previous usage reports at www.uua.org/programs/congservices/uncommon/updates.html.

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