

Uncommon Denomination Report June – September 2006 Congregational Services

Uncommon Denomination Marketing Campaigns

A \$100,000 donor-financed advertising campaign for seven congregations in Orange County/Long Beach/South Bay California began in mid-September. The campaign consists of general service announcements on two public radio stations; 160,000 direct mail postcards; 550,000+ inserts in Sunday newspapers, and ads in special interest publications.

The UUA conducted a June ad campaign in the St. Louis area to support General Assembly. The campaign included ads in the Vital Voice (a GLBT magazine) and St. Louis Post-Dispatch, 60 spots on KWMU 90.7 FM (the local NPR affiliate station), 100 interior posters on the MetroLink (commuter rail), and four posters on bus shelters in key downtown locations near the hotels and convention center. A fall campaign for the four St. Louis area congregations includes 140,000 inserts in the Thursday, September 21 St. Louis Post-Dispatch and 30 spots on KWMU.

A top-right button on the uaa.org home page directs newcomers from St. Louis and Southern California to welcoming pages for these campaigns.

Covenanting Congregations

There are 67 covenanting congregations in the Uncommon Denomination program. We are confident of reaching a total of 70 congregations before the next report to the Board, as they are coming in at a rate of roughly 10 per quarter. The new covenanting congregations are:

Fullerton, CA	Palatine, IL	Plantation, FL
Anaheim, CA	Alton, IL	Gainesville, FL
Lima, OH	Titusville, NJ	Jamestown, NY
Colville, WA	Visalia, CA	Fredonia, NY

Uncommon Denomination Service Mark, Postcards, and Banners Usage

Postcards and banners continue in popularity. Please see the attached data in the spread sheet report. This autumn, a new series of ads and other creative materials generated through the Orange County campaign--including new postcards--will be on the Uncommon Denomination web site for congregations' use. The web site is being reorganized to be more user-friendly.

Sharing Our Uncommon Message Abroad

In March 2006, Tracey Robinson-Harris traveled to England to attend the Unitarian Communication Coordinators Network of the General Assembly of British Unitarian and Free Christian Churches. In a keynote to the group she shared pivotal issues of concern in marketing our shared faith, helping the audience to imagine how marketing might look in Britain as well as recommending the accompanying hospitality training. British Unitarians expressed great interest in her presentation as they are taking this matter seriously from their General Assembly resolution on the topic of growth.

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

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Congregational Services