

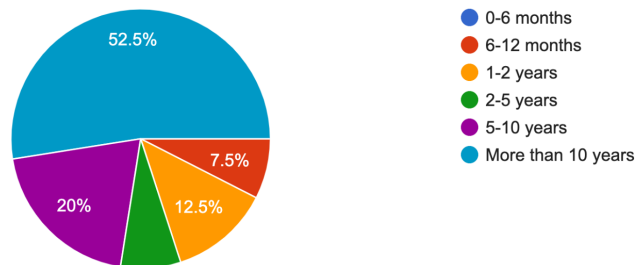
Full Report of the Marketing Survey

April 2023

Total number of respondents: 40

The demographics of those respondents:

How long have you been coming to First Unitarian?
40 responses



The main ways that people currently learn about church events is:

- The Chirp (85%)
- Personal Emails from other church members (22.5%)
- Our Facebook Page (7.5%)

75% of respondents said they had a Facebook page, with 37.5% of respondents also stating they utilize additional social media networks.

According to the survey folks said that the following were the most effective marketing efforts:

- Concerts (57.5%)

- Our Public Events like Art Shows and Occasional RE events (45%)
- The Chirp (32.5%)
- Our Facebook Page (6%)

The following survey questions were short response.

I have listed the question and provided a representative sample of the kinds of answers that were received. When there was great consensus, I included how many respondents brought up the idea in their answers.

At the last town hall, there was a lot of discussion of wanting to grow the church. What do you think we need in order to grow?

- **Marketing (23 respondents)** included a response that at least touched on marketing)
 - Increased visibility of
 - Our values
 - Our message
 - Our commitment to social justice
 - Intentional engagement with our target audience
 - Focus on families
 - Younger people
 - LGBTQIA+ folks
 - Clarity in our messaging
 - Who are we
 - Why should someone come to us
 - What makes us worth participating in
- **Positivity (6 respondents)** mentioned this idea)
 - This included a need for positivity from the congregation, the board, and the church staff.
 - Some folks commented that there is a tangible tension in the congregation which is undermining our ability to be positive and negatively impacting our growth
- **Programming (6 respondents)** mentioned this idea)
 - This included creating programming opportunities that better matched the needs of our target audience.
 - Some folks said that our programming in general is a bit too traditional and we should consider more innovative ways to meet the needs of younger people (think timing and content of the programs).
- **Intergenerational Understanding (6 respondents)** mentioned this idea)

- This came up both in terms of welcoming new people as well as getting things done together as a congregation.
- A general theme was that the focus needs to shift from the older generation of loyal church members to the newer generation of folks who will sustain the church going forward.
- Several folks recommended that the congregation receive further education on how to best welcome folks from different generations and backgrounds.
- **Community Engagement (4 respondents mentioned this idea)**
 - These folks suggested that the church needs to get more visible in the community by getting involved in local issues.
 - Some suggested that we become known for working on a specific issue within the community.

What would you like us to do differently with our marketing?

- Improve current resources
 - Streamline the Chirp
 - Link more to blog posts
 - Declutter
 - Make more approachable for new folks
 - Social Media
 - More consistency
 - Greater Frequency
 - Include more educational posts
 - Get better data about who is seeing our posts and their effectiveness
 - Events
 - Have more with a greater diversity and more clearly aligned with the needs of the target audience
 - Include events that are casual (a few people meet up for a bite)
 - Get more visible in events that we do not host but take place in the community
- Expand beyond current efforts
 - Develop a broader marketing strategy
 - Clarity on our message, values, target audience, and how that relates to the various aspects of the church
 - Consider advertising in traditional media such as print and radio
 - Use Instagram or other social media with a younger user base
 - Get involved in more community events
 - Use our property to increase visibility of our values
 - Better signage
 - Visibly LGBTQIA+ welcoming

How would you describe what our main goal for marketing should be for First Unitarian?

- **Visibility** - help new people see (19 respondents mentioned)
 - who we are
 - what we value
- Get folks in our **target audience to become members** (13 respondents mentioned)
 - Numerous mentions of connecting with young families
 - Outreach to people in the community who are part of our target audience
- **Promote Church activities** (6 respondents mentioned)
 - Both to new folks and to members of the congregation
 - Should be promoting a diversity of events

How would you accomplish that main goal?

- Strategy
 - Cross promote - make sure that we are inviting people to another way to participate at all of our events
 - Highlight who we are and our values at the events we are putting together
 - Use our physical space to generate revenue and get more people familiar with the environment
 - Get ourselves in front of the eyes of our target audience
 - Focus on serving the needs of our target audience
 - Become known for a particular social justice issue
 - Center our values in our advertising
- Collaborate
 - Partner with local events that are in alignment with our values and target audience
 - Increase our visibility at those events
 - Participate/network with groups that have a lot of like-minded people
- Social Media
 - Respond to current events in a way that highlights our values
 - Educate people on UU through social media
 - Go beyond facebook
 - Church should have their own youtube channel
 - Build hype for our events through social media campaigns
 - Get members of the congregation to share our social media posts for better reach
- Events
 - Have a wider variety
 - Tie those events to the needs of our target audience

Action Items for the marketing committee based on the survey

- Start collecting data to evaluate what marketing efforts are actually effective
- Collaborate
 - with the congregation on identity, values, and target audience
 - with community organizations that are in alignment with our values and target audience
- Email
 - streamline The Chirp for ease of use
 - leverage list segmentation
 - do more one-on-one outreach via email
- Create a sustainable consistent publication schedule for social media
 - Create a church YouTube Channel
 - Create a church Instagram