

## **Marketing Committee**

The purpose of the Marketing Committee is:

- To provide information to ensure that both the external larger community and the internal community of members and friends are fully knowledgeable of the mission, programs and services of the First Unitarian Church, South Bend and the Unitarian Universalist Association.

To accomplish this purpose the Marketing Committee shall:

- Be formed as a committee with a chairperson and multiple committee members.
- Hold regularly scheduled meetings.
- Prepare and present a proposed budget to Finance Committee for each fiscal year.
- Prepare a written annual report to the congregation.
- Report back regularly with quantitative data about the efforts of committee in line with its purpose (especially outreach efforts beyond congregation).

The Marketing Committee will perform the following functions:

- Identify external community media channels (both traditional and digital) for communication of the mission, programs and services of the First Unitarian Church, South Bend and the Unitarian Universalist Association to both external and internal communities.
- Liaise with external media representatives and relevant community organizations for the development and dissemination of information about events and activities that communicate the mission, programs and services of the congregation.
- Utilize internal Church communication channels in such information dissemination.
- Assist other committees in the development and dissemination of promotional materials, and assist as needed with issues of copyrighting and graphic design.
- Design, order, and market branded merchandise with goal of building community brand awareness.
- Coordinate efforts to develop graphic identity and organize graphic design work for the Church.
- Support efforts to update the Church website with current photos, blogs, and other content.

Previous Date Approved: December 13, 2010

Latest Date Approved: September 11, 2024