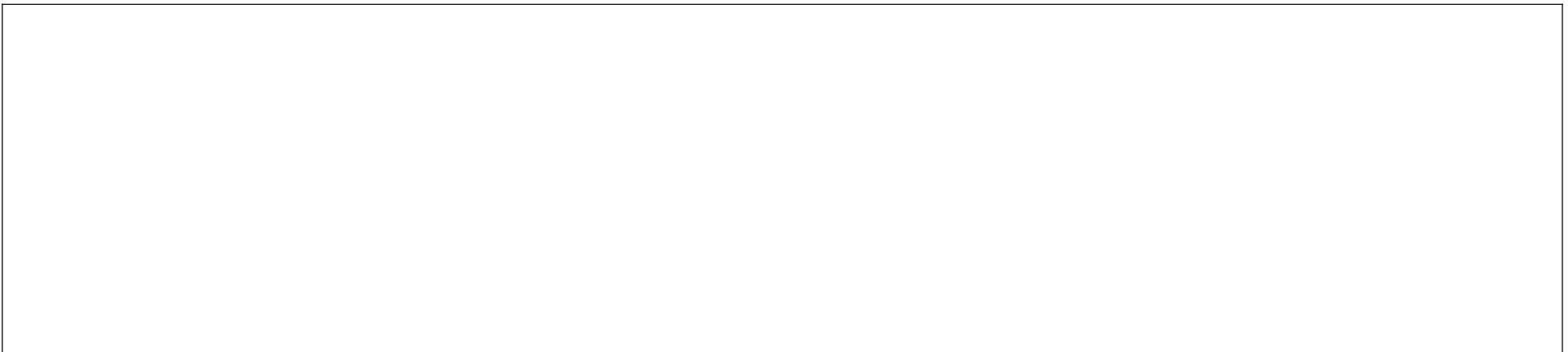


# 1. Overview: What is the publicity challenge you need to meet?



*Some ideas...*

- *“Not enough people know about us!”*
- *“There are people in the local area who would be interested in Unitarianism, if we could tell them about it in a way that is meaningful to them.”*



Remember: The focus is **“what we can we do for the people we are trying to reach?”**

## 2. Goals: What do you want to achieve?

*Some ideas...*

- *“Increase the average attendance at the Sunday service”*
- *“Improve understanding of what Unitarianism is, in the local area”*
- *“Five new members in the next year” (Marketwise recommendation for Stockton on Tees and Newcastle upon Tyne churches)*



*What do you want your publicity to achieve for you?*

### 3. What are you offering?

*Some ideas from Newcastle upon Tyne:*

- *“A Sunday service with a Christian influence, but no dogma”*
- *“The chance to meet like-minded people”*



***Remember:*** You need to be realistic about you are offering right **now**, which is not to say that you can't decide to start offering something new.

## 4. Target audiences: The types of people you want to reach



*Some ideas from Marketwise Strategies...*

- *“Looking for the chance to develop individual spirituality”*
- *“most likely to be well educated, in certain professional roles, aged 30 to 50 [but not necessarily all three!].”*
- *“Recently experienced a life change, or rite of passage.”*

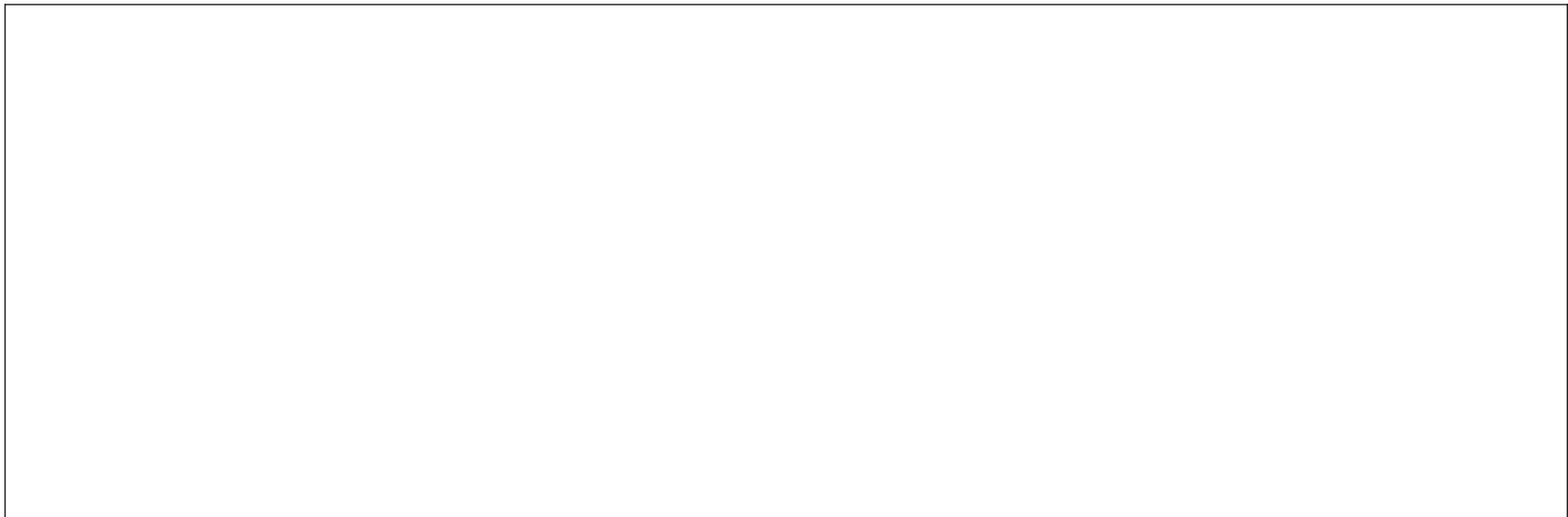
**Remember:** *Focussing on the type of people you think you are most likely to attract does not mean you are trying to exclude people or that you are “only for some people, not for all”. It means that at this point, you want to focus on people who will be most receptive to what you are offering right now.*

## 5. Target audiences: Where are they likely to be, and what do they like doing?



*Some ideas from Marketwise Strategies...*

- *Involved in social justice movements, such as Amnesty International*
- *People actively interested in religion, spirituality and science, attending events about these topics*
- *Members of clubs such as poetry clubs, reading groups, etc.*



## 6a. Publicity begins at home – your building and its environs



Here's some ideas from Marketwise Strategies and the 2015 Unicomms Conference about what you can do to publicise yourselves using your building and its environs. What do you think? Are there some ideas you would like to add? Write them down in your groups!

- Put a sign inviting people to the church on the exterior.
- Refresh any posters on the side of the building, and include a sign saying "Entrance this way".
- Make sure at least one of your external posters is in big enough text to be seen from any nearby roads.
- Do a walk-through of your building, imagining you have never been to it before or heard of Unitarianism. What changes would you make?
- If you have a very big building, consider making the front few rows of seats an especially inviting space, with cushions, decorations on the ends of the pews, etc. to encourage people to sit towards the front.
- Look at putting a poster in the entrance – "Your First Visit to a Unitarian Church?"

## 6b. Communication channels and local events

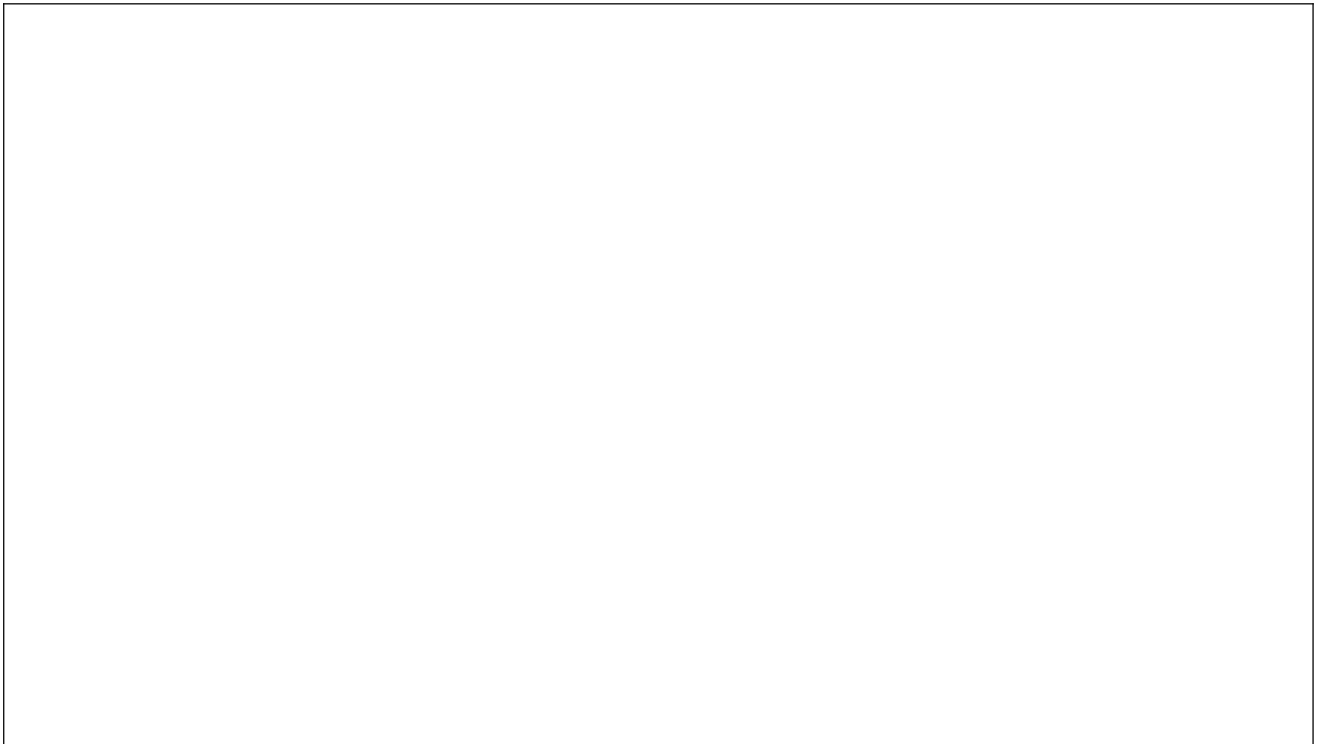


Here's some ideas from Marketwise Strategies and the 2015 Unicons Conference (thanks to Fiona Lewis, on whose '101 Tactics' list this is heavily based) about what Unitarians churches and fellowships could do to publicise ourselves using various communications channels and local events. What do you think? What would you add? Write it down!

- **Improve your website:** Including ensuring that it is **mobile-device friendly** (can be easily viewed on tablets and smartphones), and use **SEO** (Search Engine Organisation). DUWITS can help!
- Use **QR codes** (like barcodes, which smartphones can scan) on posters, so that people can look at a poster and go straight to your website.
- Put **case studies** of new attenders on your church website.
- Use the '**Meetup**' social media tool to invite new people.
- Create **leaflets** and think about where they could go, including: local cafes, theatres, museums and arts centres, libraries and community centres, universities and colleges, local cinemas, bookshops, arts and crafts venues...
- Write letters to **local newspapers**.
- Maintain an email **mailing list** for your newsletter.
- Create an **infographic**.
- Create a **LinkedIn** profile.
- Create a **Wikipedia** profile.
- Create a free downloadable guide or **article** "10 Tips for Developing a Spiritual Path".
- Speak at a suitable local **event** such as an arts or community festivals.
- **Google Places** listing.
- Create a **blog**.
- Contribute to **national publications**.
- Create a **Flickr** account for online photos.
- Videos on **YouTube** – ask UKUnitarianTV to help you create them.
- Create a **Biteable** cartoon video.
- If you have them, share presentations on **Slideshare**.

- Post comments on **online stories**.
- Advertising on **public transport**.
- **Posters** around your locality (Unicoms has guidance on creating effective posters) – see suggested locations for leaflets for ideas on this.
- Create **business cards**.
- Targeted **online advertising**.
- Create a **poster** with quotes from visitors book
- Have adverts in **local newspapers**.
- If applicable, consider if you can invite **theology students** at local universities to attend.
- Make sure **university chaplains** are aware of you and that your details are available to students.
- If your **building** is of particular historical or architectural interest, promote it as a visitor destination.
- Linked to the above: check that you are on any relevant “visit historical locations” **websites** or **blogs**.

Which do you like best?





## 7. Next steps: Who will do what?

*Are there one or two things you could do in the next 12 months?*



**Remember:** *You are aiming to share the load, but not load individuals with more than they can manage.*

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# Build Your Own Outreach Plan

November 2016

# What I'll be covering

- u Overview
- u 1. What is the challenge you face?
- u 2. What are your goals?
- u 3. What are you offering?
- u 4. Who are you offering it to?
- u 5. Where are they?
- u 6. How are you going to reach them?
- u 7. Drawing up your plan
- u 8. Setting a review date



# Overview: Stages of an outreach plan

- u **Overview:** What is the challenge that you want your outreach plan to meet?
- u **Goals:** What is your goal - how will you know when you've met the challenge?
- u **Offer:** Define what it is you are offering people
- u **Target audience:** Who is going to be interested in it?
- u **Methods:** How are you going to reach them?
- u **Next steps:** What actions are you going to take to meet your goal, when are you going to take them, and who is going to do them?
- u **Review:** When will you review your plan?



*Based on "PR for Dummies", 2<sup>nd</sup> ed.  
Eric Yaverbaum*

# Overview: First steps...

- Quote from 2015 Unicomms conference: “The communications plan must serve the organisational strategy”.
- The outreach plan is not the first step.
- The first step is figuring out who you are as a church or fellowship, and what you are offering.
- This is your **challenge!**

# 1. So.... What is the outreach challenge you face?

## The Big Picture!

Be:

- u Specific
- u Realistic
- u Outward-focussed
- u Hopeful!

### **SPECIFIC**

Remember, this is your church or fellowship's outreach plan - not one for 'Unitarianism in the UK'.

### **OUTWARD-FOCUSSED**

Your challenge is about what you can do for other people. Why do you want to reach out to them?

### **REALISTIC**

Don't overwhelm yourselves by comparisons with the past - think about the present

### **HOPEFUL**

You're still going to your churches and fellowships - other people will want to as well!

# 1. Some help & advice

- u Vision 2020 can help with this.
- u Try their '10 ways to grow your congregation' evaluation form
- u Their website is here:  
<http://www.2020unitarian.org/>
- u Contact them at:  
[admin@2020unitarian.org](mailto:admin@2020unitarian.org)
- u What resources do you have available in terms of people, time, skills, finance, buildings, etc.?

2020 Workshop congregational self-evaluation form			
	Rating now (1-10)	One action your congregation could take over the coming year to strengthen in this area	Rating 5/16 (1-10)
1. Purpose and vision			
2. Visibility			
3. Worship			
4. Congregational health and conflict			
5. Young people			



## 2. What are your outreach goals?

- υ Base your goals on your challenge
- υ What do you want to achieve?
- υ Specific, Realistic, Hopeful!
- υ At Newcastle and Stockton:
  1. **Churches:** Grow regular attendance at each church by 5-10 new people
  2. **NUA:** Raise the profile of Unitarianism in the North East





### 3. What are you offering?

Get specific - what's great about you?  
At Newcastle upon Tyne and Stockton,  
we discussed:

- Location - city centres
- Who attends - age, interests?
- What do people who already attend like about us?
- If new people have joined recently, what attracted them?



### 3. What are we offering?

#### *Newcastle upon Tyne and Stockton*

Music and singing

**Feeling of  
belonging**

Support

Individual  
spirituality

**Community and  
friendship**

Being able to  
contribute

**Developing your  
own views**

**Acceptance of all  
faiths and spiritual  
/ philosophical  
views**

Being valued for  
who you are

**Open mind**

Coffee and  
discussion

Stimulating  
discussions

**Happiness**

Variety of services

**Peace and  
tranquillity**

**Broadening your  
mind**

## 4. Who are you offering it to?

**Target audience:** Who might be especially interested in coming to your church or fellowship?

**Liberal views**

Previous experience  
of religion

**Public sector  
workers**

Students

**Educated people /  
academics**

People with  
questioning minds

**Significant life stages  
/ rites of passage**

People seeking  
change

**People who want to  
define their own  
spirituality**

## 4. Who are you offering it to - Caveats

- Identifying your target audience does **not** mean excluding people, or moving away from saying “everyone is welcome”.
- For **successful outreach**, you aim to:
  - identify people who are most likely to want to join you
  - focus on reaching out to them in the first instance.
- You can have short- and long- term goals within your outreach plan.
- Long-term goals could include wider outreach, to groups who may be harder to reach.
- But, do be aware of equality and diversity issues throughout your planning.

## 5. Where are you going to find them?

Thinking about the types of people mentioned earlier, here's some ideas we came up with:

- Social justice groups such as Amnesty International
- People attending local events about philosophy and religion
- Universities and colleges
- Literary clubs and societies: poetry clubs, philosophy societies

Where in your area are you going to find “your people”?





## 6. How are you going to reach them?

- u Many different ideas - see the handout!
- u What do you like - or not like?
- u What do you want to try?
- u Over to you!



## 6. Things to bear in mind - Methods

- u Specific, Realistic, Hopeful
- u What can you achieve with your resources including skills and time?
- u What methods do you think will work best:
  - u for your target audience(s)?
  - u in your local area?



## 7. Drawing up your plan

- Final step: have sheets of paper headed “3 months”, “6 months”, “9 months”, “12 months”
- Write on each of them
  - What you will do
  - When you will do it by
  - Who’s going to do it
- Make realistic commitments that may be a challenge, but are not a burden.
- Don’t spread yourselves too thinly.





## 8. Reviewing the plan

- u Keep monitoring progress
- u Informal discussions as and when needed
- u Six month review
- u 12-month review
- u Refresh the plan!



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Good Luck!