

Overview of UU Advertising Campaign Tampa Bay Area
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In the spring of 2008, eight congregations in the Tampa Bay area – from Tarpon Springs south to Sarasota - decided to increase UU outreach efforts through a \$231,000 advertising campaign.

GOALS AND OBJECTIVES

The campaign had the following goals:

1. Generate brand awareness of Unitarian Universalism
2. Increase visitor attendance at local congregations
3. Increase membership
4. Create excitement and pride among Unitarian Universalists in the area
5. Build a sense of UU community among the eight participating congregations

HIGH LEVEL SUMMARY OF RESULTS

- 5,500+ visits to uutba.org website
- 563+ first time guests over 11 weeks period
- Direct Mail was an effective media
- Strong “returning visitor” statistics should translate into membership growth
- The congregations made many improvements in preparation for guests
- Integrated PR and marketing efforts resulted in increased visitors

HISTORICAL DATA

The eight congregations involved in the campaign are listed below. Growth has been uneven. The St. Petersburg and Tarpon Springs congregations have had double digit growth, UUs of Clearwater had strong growth over a five year period, but last year experienced a significant decrease in net members.

Congregation	FY* 2004	FY* 2005	FY* 2006	FY* 2007	FY* 2008	FY* 2009	# Change 2004- 2009 (5 year)	% Change 2004- 2009 (5 year)	# Change 2008 vs 2009	% Change 2008 vs 2009
Manatee UU Fellowship	101	103	100	113	117	111	10	9.9%	-6	-5.1%
UUs of Clearwater	256	275	290	318	338	287	31	12.1%	-51	-15.1%
Spirit of Life UUs, Odessa	73	77	68	60	55	60	(13)	-17.8%	5	9.1%
UU Church of Sarasota	320	308	311	326	314	315	(5)	-1.6%	1	0.3%
UU Church of St. Petersburg	122	97	101	106	119	132	10	8.2%	13	10.9%
UU United Fellowship, St. Petersburg	25	25	24	24	27	29	4	16.0%	2	7.4%
UU Church of Tampa	123	129	114	120	107	108	(15)	-12.2%	1	0.9%
UU Church of Tarpon Springs	68	68	73	70	76	85	17	25.0%	9	11.8%
TOTAL	1,088	1,082	1,081	1,137	1,153	1,127	39	3.6%	-26	-1.30%

* FY figures are from UUA Directory. Reflect membership numbers provided in February of prior calendar year.

CAMPAIGN HIGHLIGHTS

This campaign was unique from other regional campaigns in the short time frame allotted from initial discussion to roll-out. The first conversation to determine congregational interest was in August 2007, the campaign started the first week in February 2008.

Fund-Raising: Funds were locally raised through the support of the Stewardship & Development Staff of the UUA. Almost 100 donors contributed \$231000 to the campaign.

Pre-preparation: Congregations were asked to conduct a “congregational assessment”, track results, and participate in a church preparation workshop. Ninety lay leaders attended the workshop. In addition, each congregation assigned a marketing representative to the Regional Marketing Group. This group, led by volunteer Victor Beaumont, worked collaboratively with the UUA’s marketing staff to design the media plan.

In early January, Paula Cole Jones, UUA Just Change Consultant, conducted a workshop titled “UU Hospitality, Inclusion and Transformation in Multicultural Communities.”

Celebrations: A campaign kick-off party on Saturday, February 9th was attended by over 150 local area UUs. UUA President Bill Sinkford was the keynote speaker for the event.

ADVERTISING

The following is a summary of the advertising campaign:

Time: February – April 2008

Media Mix: A mix of mass media and targeted media was used.

Radio

120 general service announcements (10/week, 40/month) were aired on WMNF 88.5 FM

Print Ads in Specialty Publications

Ads were placed in the following special interest publications:

- 1) **West Coast Woman** - a 35,000 circulation free monthly magazine serving Bradenton, Sarasota and Venice. ½ page ad in February & March issues
- 2) **TBT** - free daily newspaper published by the St. Petersburg Times, appealing to a younger audience. Distributed in 3,800 locations, read by 376,000 readers a week. Horizontal banner ad, inside front cover, one ad each week for 4 weeks.
- 3) **Creative Loafing** - weekly “alternative” newspaper. Four ads, 1/3 page color.
- 4) **Watermark** – weekly newspaper serving the GLBT community. ½ page ad, four times.
- 5) **Gazette** – monthly newspaper serving the GLBT community. 2 full page four color ads, March and April.
- 6) **The Oracle** - USF college newspaper. 2 ads/week, four weeks. USF is the fifth largest employer in Hillsborough County.

Billboards

Three high traffic locations were chosen to serve Tampa, St. Petersburg and Clearwater/Tarpon Springs. Over 5 million views over a four week period.

Direct Mail

150,000 oversized (6" x11.5") postcards were mailed the week of February 18, 2008. A second mailing, which was an adaptation of the four color four page newspaper insert, was dropped March 14th.

Several mailing lists were used to target households having a propensity to value the religious message of Unitarian Universalism. These households were primarily within the top five zip codes that each congregation provided (45 zip codes total).

The lists include the following:

Affinity Groups (approximately 40,000 households): The UUA was able to buy specialty lists from organizations whose missions reflect Unitarian Universalist values. Lists include: Planned Parenthood, Anacapa Fund, The Smithsonian magazine subscribers, and several environmental groups.

Demographic/Psychographic (life values) *targets* (approximately 110,000 households).

Tabloid Insert in Local Newspapers

Approximately 255,000 4-page, 4-color flyers were inserted in the Sunday editions of the major newspapers, March 2nd. Inserts were distributed to ~50 zip codes as determined by the congregations, in the following papers:

PAPER	APPROX. CIRCULATION
St. Petersburg Times	125,000
Tampa Tribune	60,000
Sarasota Herald Tribune	40,000
Bradenton Herald	<u>30,000</u>
	255,000

Internet Advertising

2 million impressions were served on major news sites, five weeks, February 14- March 20th. In addition, a Google AdWords campaign was conducted February 11- May 17th, generating 3,500 clicks.

Website	Affiliation	# Impressions
Tampabay.com	St. Petersburg Times	830,000
Tbo.com + blogs.tampabay.com	Tampa Tribune	947,000
Heraldtribune.com	Sarasota Herald Tribune	315,000

TV

Two different commercials were aired on shows with demographics matching likely UUs.

Shows	# spots
Colbert & Daily Shows (Tampa & Sarasota markets)	32
Bay 9 News	80
Oprah	14
Dr. Phil	<u>14</u>
Total	140

Special Events

Sponsorship of Tampa Winter Pride- Major Sponsorship included exhibit booth, banners, website logo and full page ad in program book.

Cost of Media

Media	Delivery	Approximate Costs
Radio	120 GSAs	\$6,000
Print – special niche papers		\$8,200
Billboards	3 boards	\$12,500
Direct mail	150,000 households- twice	\$62,000
Inserts in Sunday papers (4- page/4 color)	255,000 circulation	\$20,000
Internet Advertising	2 million impressions + Google AdWords	\$26,000
TV	140 commercials	\$53,000
Special Events	Tampa Pride	\$ 1,500
Miscellaneous	DVD mailing to all UUs; outdoor banners, workshops, kick-off party, etc.	\$ 7,500
Creative – Production + media buy		\$29,000
EXPENDITURES		\$225,700

The remaining dollars have been allocated for future advertising in that market. A portion of those funds will be used for advertising during the St. Pete Pride parade in June 2008.

PUBLIC RELATIONS ACTIVITIES TO SUPPORT CAMPAIGN

Scott Milinder, a local UU volunteer with strong public relations experience, collaborated with the UUA's Communication Department to generate press releases. In addition, Victor Beaumont, chair of the Regional Marketing Group, worked to get follow-up exposure. Several stories were printed:

- St. Petersburg Times - 3/2/2008: Neighborhood Times *"Have you seen this postcard?"* - about advertising campaign
- St. Petersburg Times - 4/13/2008: Perspectives Section *"Leading a religion that lacks a creed"* - interview with UUA President Rev. Bill Sinkford
- Sarasota Herald Tribune - 4/22/08: *"Church plans special events Sunday in honor of Earth Day"* - featuring Rev. Roger Peltier of UU Sarasota

RESULTS

VISITORS

The campaign resulted in a significant number of first time visitors. Below is a chart of first time visitors and returning visitors over the 12 Sundays (11 weeks) of the campaign from February 9th through April 27th. Unfortunately data is not available for prior year comparisons.

Definitional and measurement consistency for returning visitors makes those numbers somewhat suspect. For example, the Clearwater congregation reported very low numbers; they had difficulty recording returning visitors. Both Sarasota and St. Pete Church may have included all non-members and not just those who were recent guests.

The intent was to ascertain whether first time visitors had a good initial experience and returned.

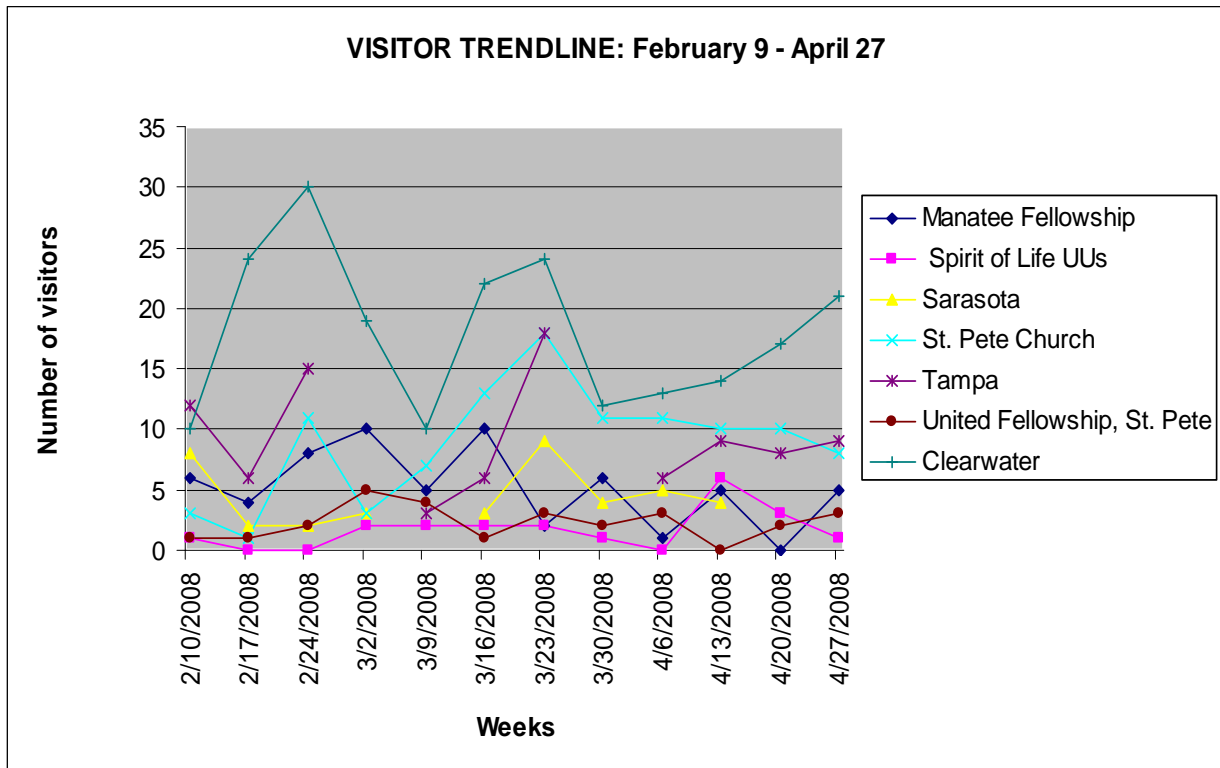
Congregation	# Adult First Time Guests	Number of Returning Guests	Number of Sundays Reporting Data	New Members Spring 2008
Manatee UU Fellowship	62	30	12	7
UUs of Clearwater	216	31	12	26
Spirit of Life UUs, Odessa	20	29	12	3
UU Church of Sarasota	40	59	9	7
UU Church of St. Petersburg	106	131	12	7
UU United Fellowship, St. Petersburg	27	19	12	4
UU Church of Tampa	92	66	10	7
UU Church of Tarpon Springs	4	2	2	N.A.
TOTAL	567	367		61

Visitor acquisition cost was \$398.00 (\$225,700/ 567 visitors). These results have been reported very shortly after the campaign; acquisition costs will likely be less as more guests continue to visit congregations.

The eight congregations welcomed 61 new members in spring 2008, but it is unlikely that all these new members were a result of the campaign. This report will be updated after the congregations present their membership figures to the UUA in the spring of 2009 for FY 2010.

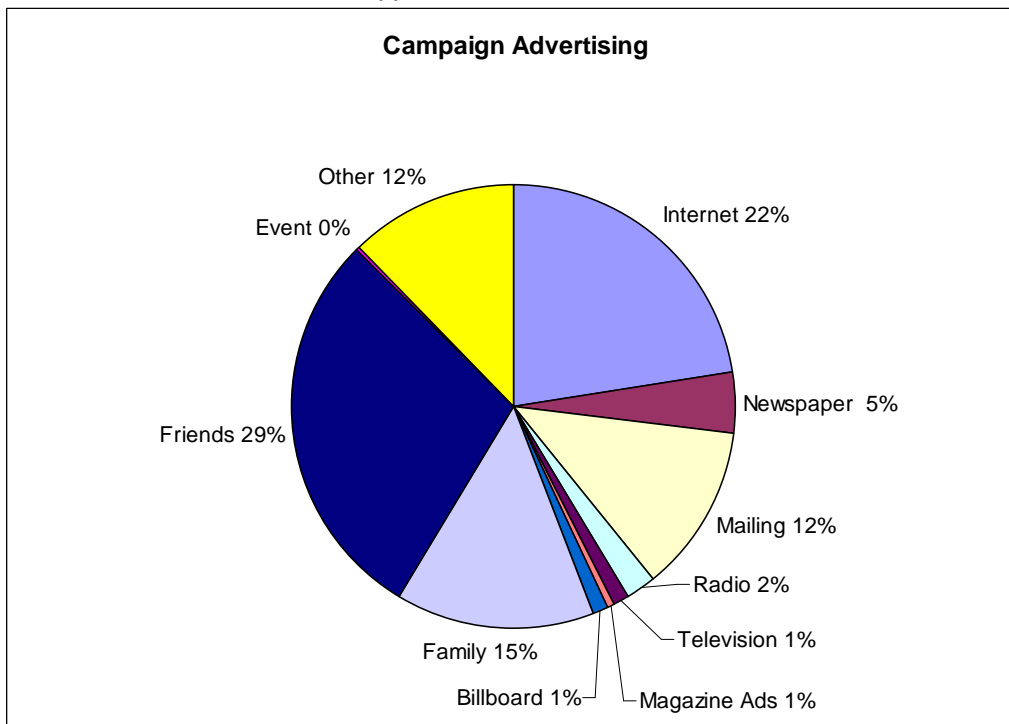
VISITOR TRENDS

The chart below shows the number of first time visitors, per week, by congregation. There are similar trends among many of the congregations. Specifically congregations experienced a significant increase in visitors on February 24th March 16th and 23rd. The first direct mail dropped on week of February 18; the second on March 14, right before the Easter Sunday of March 23rd. It appears that the timing of the direct mail prior to Easter Sunday may have increased visitor attendance.



ADVERTISING

In an effort to measure effectiveness of the various advertising media, the congregations' visitor tracking form asked "how did you hear of us?" The congregations reported over 400 responses. The results are below. Not surprisingly, the internet was rated very highly, however advertising drives people to the internet as a result of curiosity or interest. The percentages mentioning friends (29%) and family (15%) were also very high. This may be an indicator of good "word of mouth" (WOM) marketing and supports the importance of an invitation to attend. Direct mail appeared to also be effective.

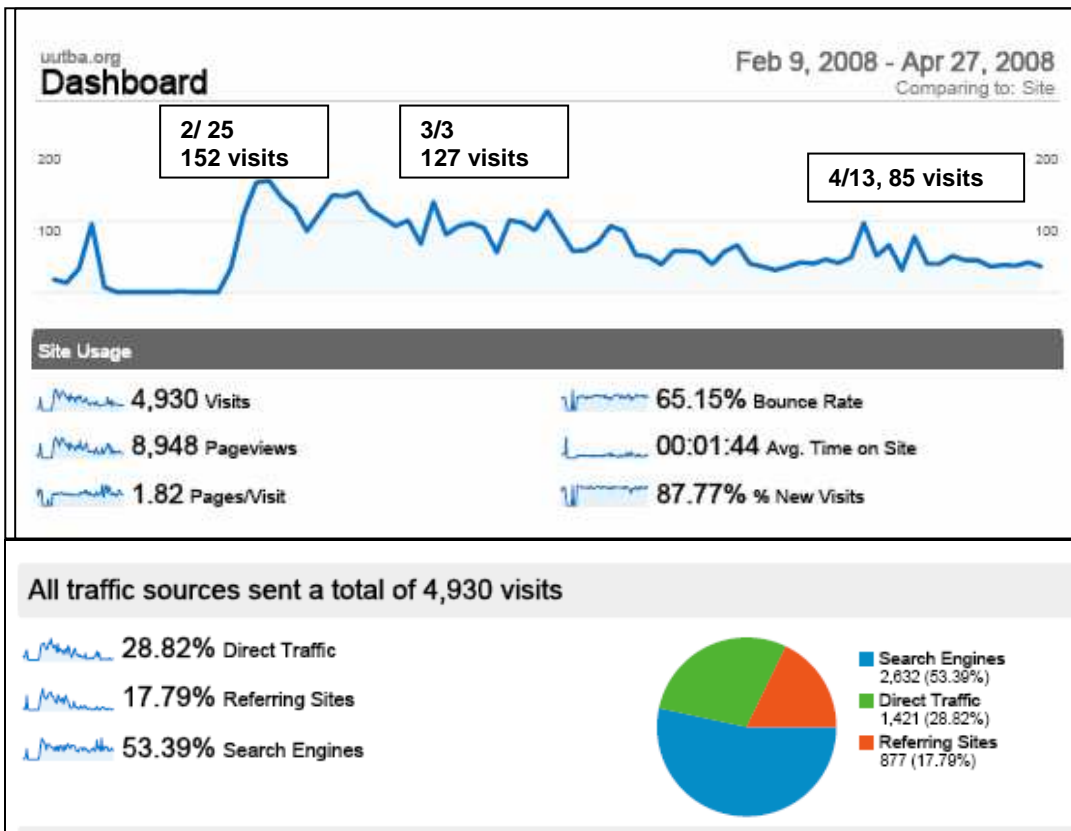


UUTBA.ORG REPORTS

More and more, advertising is being used to help “customers” “pre-qualify”. Therefore one measurement of success is website hits.

The Tampa campaign directed seekers to uutba.org. Over the course of the campaign that site had over 5,500 visits (extrapolating for one week of lost data). Interestingly, nearly 30% went to the site by typing in the url uutba.org, while 53% came from a search engine and 18% came from “referring sites” - most the sites that were chosen for the internet portion of the campaign. Of the referring sites blogs.tampabay.com and sptimes.com (tampabay.com) had the highest click-throughs.

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left a site from the entrance page). Ideally, on a website, a lower bounce rate is preferred. Because uutba.org was a “referral site” to the congregations, however, this high bounce rate may not necessarily be bad.



Spikes in site visits correlated with the media events (guest attendance, in turn, correlated with site visits and media). Significant spikes occurred February 25th (shortly after the first direct mail piece), March 3rd (the day after the Sunday insert), and April 13th (the day of the St. Pete Times article).

From February 14 - March 20th the campaign purchased 2.1 million ad impressions (banner ads) on the following websites, producing 1,388 click-throughs (.06%) to the UUTBA site.

St. Petersburg Times – sptimes.com

Advertiser	Impressions/Placement/Unit	Imps. Delivered	Clicks	CTR
Unitarian Universalist Church	190k this just in blog 300x250	208324	142	0.07%
Unitarian Universalist Church	190k this just in blog 728x90	208360	96	0.05%
Unitarian Universalist Church	225k news 300x250	230575	232	0.10%
Unitarian Universalist Church	225k news 728x90	250626	192	0.08%
Grand Total:		897,885	662	0.07%

Tampa Tribune – tbo.com

Advertiser	Impressions/Placement/Unit	Imps. Delivered	Clicks	CTR
Unitarian Universalist Church	News, community, weather 728x90			
Unitarian Universalist Church	News, community, weather 120x600			
Grand Total:		85,064	92	0.11%

Tampa Tribune/Yahoo Local

Advertiser	Impressions/Placement/Unit	Imps. Delivered	Clicks	CTR
Unitarian Universalist Church	News, community, weather 728x90			
Unitarian Universalist Church	News, community, weather 120x600			
Grand Total:		872,274	412	0.05%

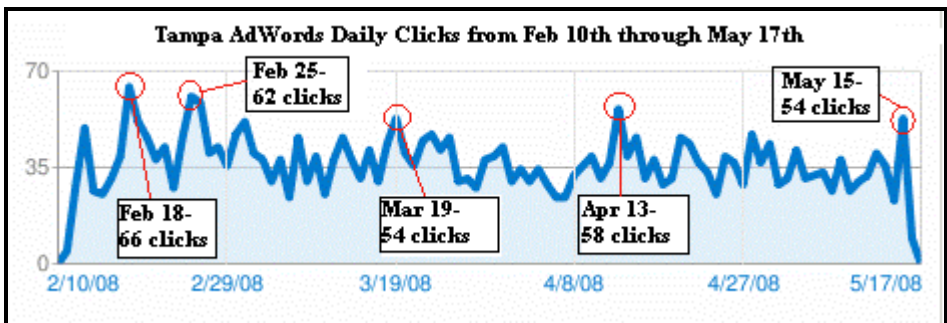
Sarasota Herald Tribune – heraldtribune.com

Advertiser	Impressions/Placement/Unit	Imps. Delivered	Clicks	CTR
Unitarian Universalist Church	News, Community 300x250			
Grand Total:		300,241	222	0.07%

Google AdWords

A Google AdWords campaign was also conducted. Four different ads ran matched to relevant “key words”. With a Google Ad campaign costs are incurred each time an ad is clicked-on. The following is a summary:

Campaign lasted from February 11, 2008 to May 17, 2008
 Total Number of Clicks-- 3,582
 Average Click-through Rate-- 0.10%
 Average Cost per Click--\$0.81
 Total cost of Campaign-- \$2907.16



The following is a summary of results by ad:

[Imagine a religion...](#)

where people of different beliefs
worship as one liberal faith.

www.uutba.org

Total Clicks: 1,569
Content Network Clicks*: 642
Search Result Clicks: 927
Click Through Rate: 0.12%
Average Cost per Click: \$1.01
Total Cost: \$1,580.94
Top Keywords:
church – 800 clicks
spirituality – 106 clicks

[Unitarian Universalists](#)

Find a Tampa Bay area church
of caring, open-minded seekers.

www.uutba.org

Total Clicks: 961
Content Network Clicks*: 33
Search Result Clicks: 928
Click Through Rate: 1.11%
Average Cost per Click: \$0.53
Total Cost: \$506.85
Top Keywords:
unitarian – 287 clicks
unitarian universalist – 177 clicks
unitarian church – 176 clicks

[Gay Welcoming Church](#)

Discover a religion that supports
gay marriage & diverse beliefs.

www.uutba.org

Total Clicks: 1,009
Content Network Clicks*: 801
Search Result Clicks: 208
Click Through Rate: 0.04%
Average Cost per Click: \$0.78
Total Cost: \$789.14
Top Keywords:
gay marriage – 96 clicks
gay church – 56 clicks
gay Christian – 20 clicks
gay friendly churches – 16 clicks

[Tampa Area UU Churches](#)

Find a community that works for
social justice & values diversity.

www.uutba.org

Total Clicks: 43
Content Network Clicks*: 23
Search Result Clicks: 20
Click Through Rate: 0.02%
Average Cost per Click: \$0.70
Total Cost: \$30.23
Top Keywords:
diversity – 16 clicks
religious diversity – 2 clicks

* Content Network Clicks refer to clicks where our ad has been posted on a site with a relationship to Google and deemed relevant to our ad and keywords; as opposed to Search Result Clicks, where our ad has come up during a regular Google search.

ADDENDUM

HIGHLIGHTS BY CONGREGATON

The following pages provide a snapshot of the individual congregation's results. Each congregation's results are presented separately and the analysis may be different. This was done for two reasons. First, the results attempt to "paint a picture" of the campaign - to share the most important results for each church. Secondly, each congregation submitted different information making direct comparisons difficult.

General Comments

In 2007 the UUA began to use a membership diagnostic tool called "Congregations Count." This tool was designed by Linda Laskowski, member of the UU Church of Berkeley and currently UUA Board Trustee for the Pacific Central District.

Ms. Laskowski has developed a methodology and metrics to ascertain the steps in the membership process that can lead to increased growth.

Included in "Congregations Count" are some baseline metrics (graphically depicted below) gathered from UU congregations, as well as membership studies from other denominations. This information will be used to review the individual congregation's results. Her research indicates:

First time guests: Growing congregations should have a ratio of annual total guests to total members >1:1

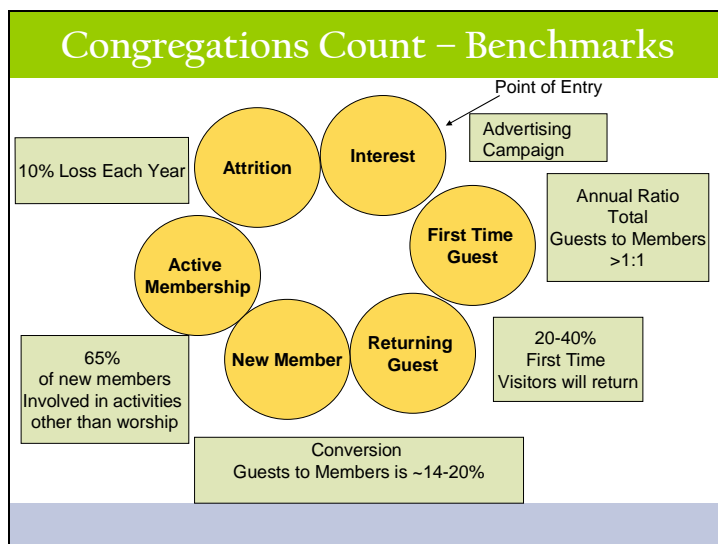
Return guests: The average congregation can expect returning guests, as a percentage of first time guests to be 20-40%. The higher the percentage, the better.

New Member: Conversion of guests to members is ~ 14%-20%. Evangelical churches are higher at ~ 25%; liberal Churches are ~10-20%.

Active Members: Involvement in a church is a barometer for membership health and vitality. Congregations should aspire to have -

- 65% of new members involved in activities other than Sunday service. (Evangelical congregations' statistics indicate that 90% of new and 75% of all members are involved).

Attrition: Congregations lose about 10 -12% of their membership each year (Evangelicals lose less ~ 6-10%). The majority are a result of moving (50%) or death.

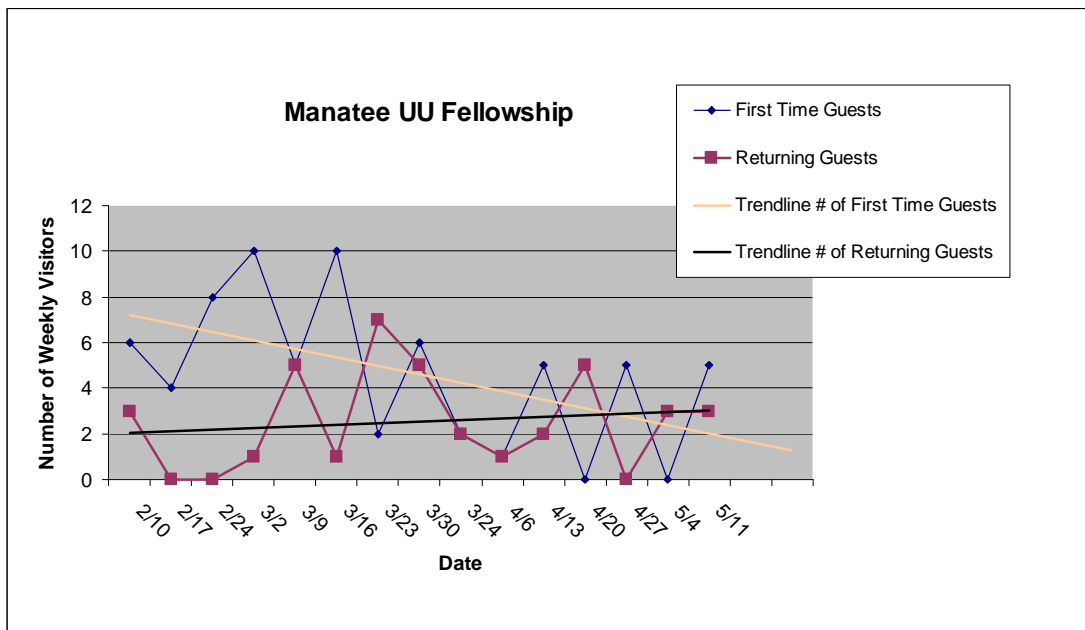
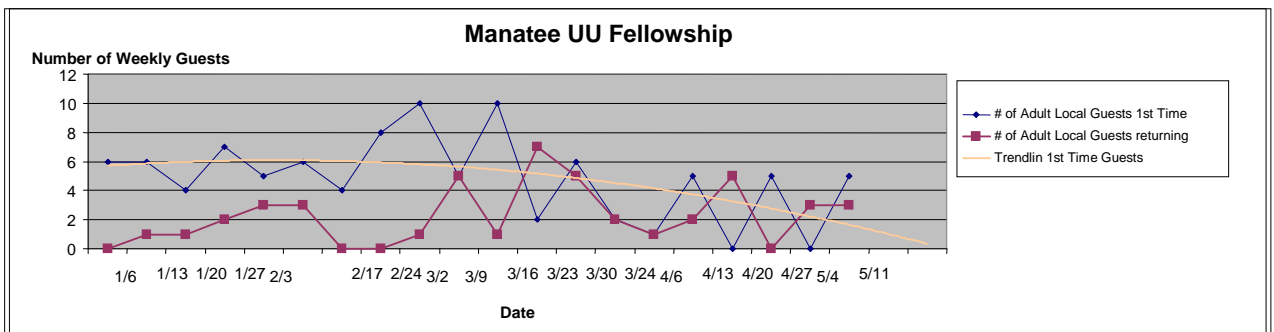


Manatee UU Fellowship, Bradenton

- Number of first time guests (62) is ~ 56% of total members, but this is only over a 12 week period. Annualized, Manatee could see first time guests at twice the number of total members, if this is sustainable.
- March 2nd and March 16th had particularly high first time visitors – 10 each Sunday.
- For the 11 week period Manatee had 62 first time guests and 30 returning guests. Percentage return to first time is 48%. This percentage is higher than national norms and would indicate that visitors had a positive initial experience.

The two charts below are for different time periods. The first is from January to May 11th. The second is over the course of the campaign and included the trendline for both first time and returning guests. Note how the returning guest trendline is now surpassing first time guests. This bodes well for membership growth.

Manatee needs to be intentional about converting visitors to members.



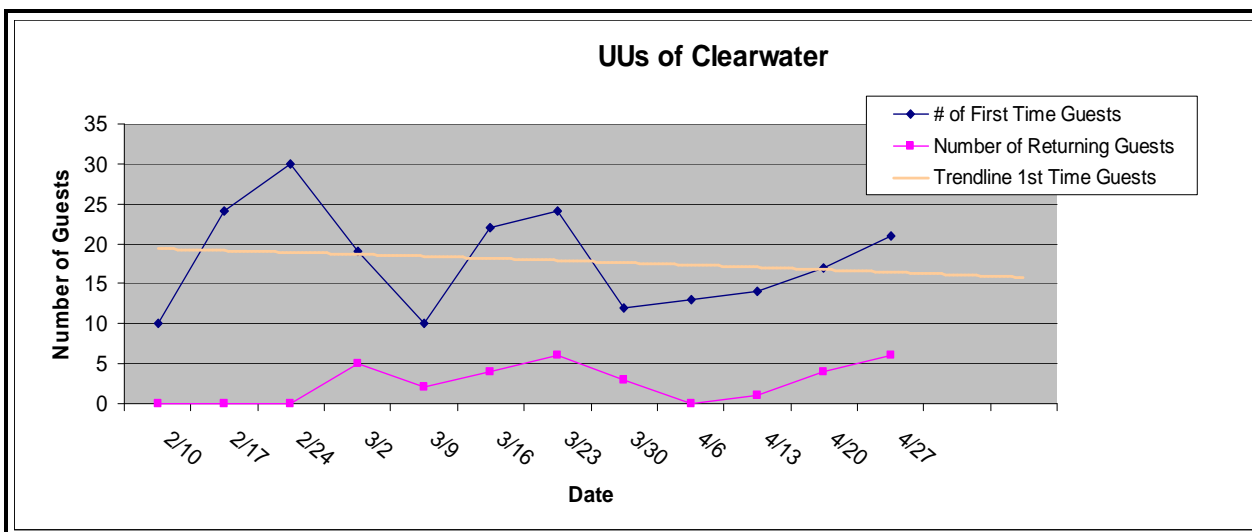
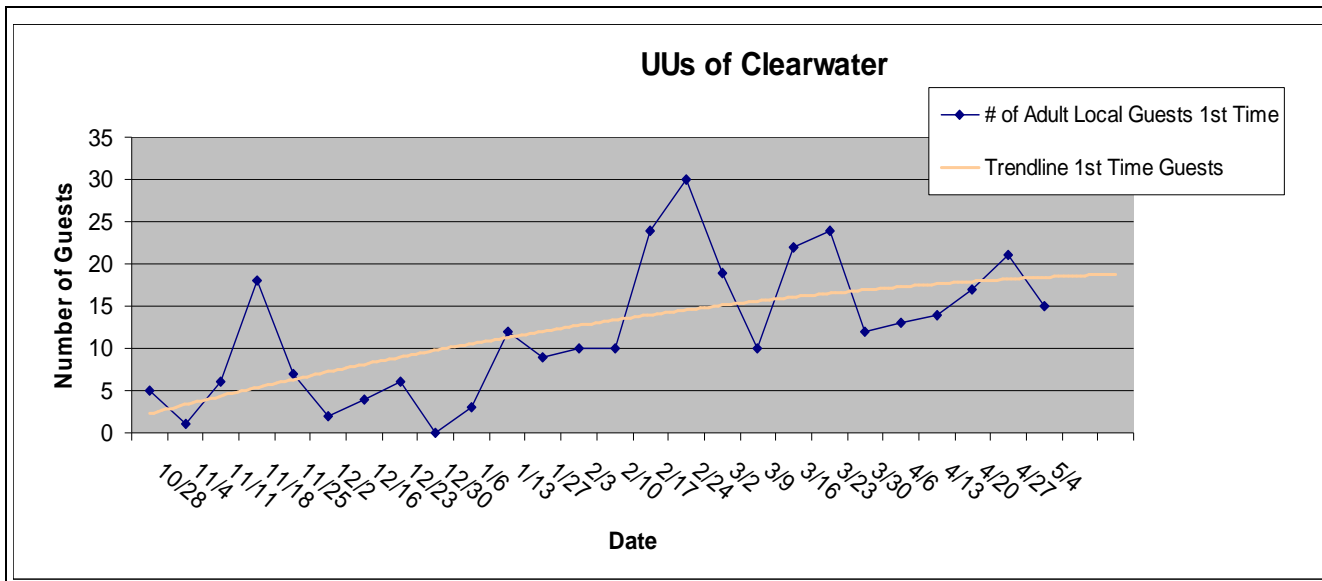
UUs of Clearwater

In FY 2008, the Clearwater congregation had 338 members. In preparation for the campaign the congregation “cleaned” their membership list and deleted 51 members (15%). Their 2009 reported membership figures are 287. Their campaign results indicate a renewed focus on outreach.

- The Clearwater church had the highest number of new visitors of all the congregations in the campaign – 216. This is a strong % of total members.
- Percentage of first time guests (during the campaign) to total members was 75%.
- There is a strong first time visitor trend line. How to sustain the momentum will be something for the congregation to discuss.
- Highest visitor attendance was on February 24th.
- The church welcomed 26 new members this spring.

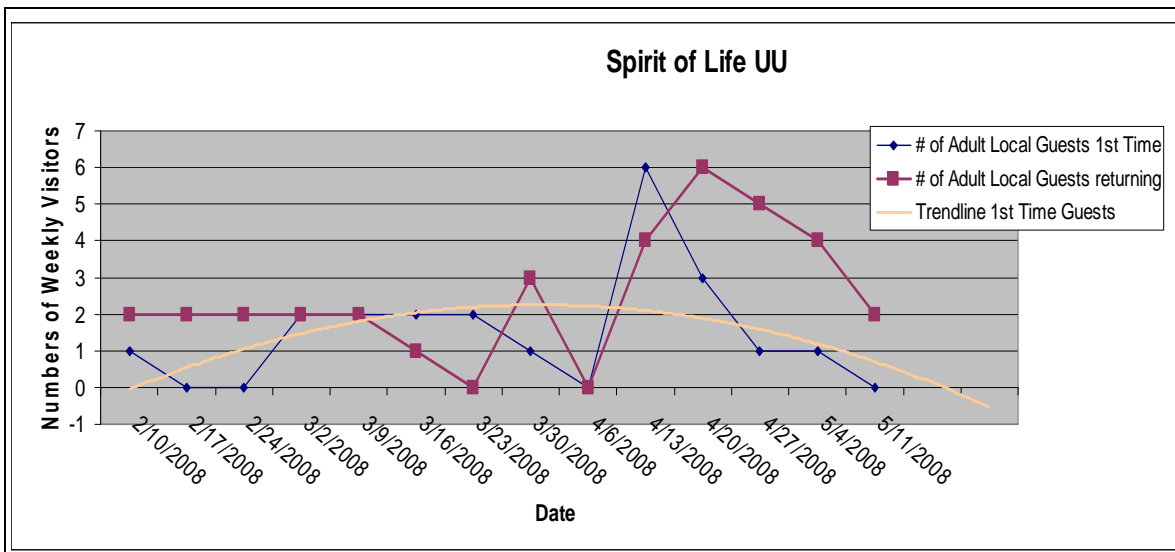
Rev. Abhi Janamanchi was on sabbatical during much of the campaign. However, he noticed a significant physical improvement in the church property upon his return. Abhi stated, “*The church was being kept cleaner, there was more signage, the lobby was transformed. The congregation was using the lens of a first-time visitor.*”

The two charts below depicted different time periods. The first shows data starting from October 2007; the second chart is during the campaign. Returning guests were not recorded.



Spirit of Life UUs

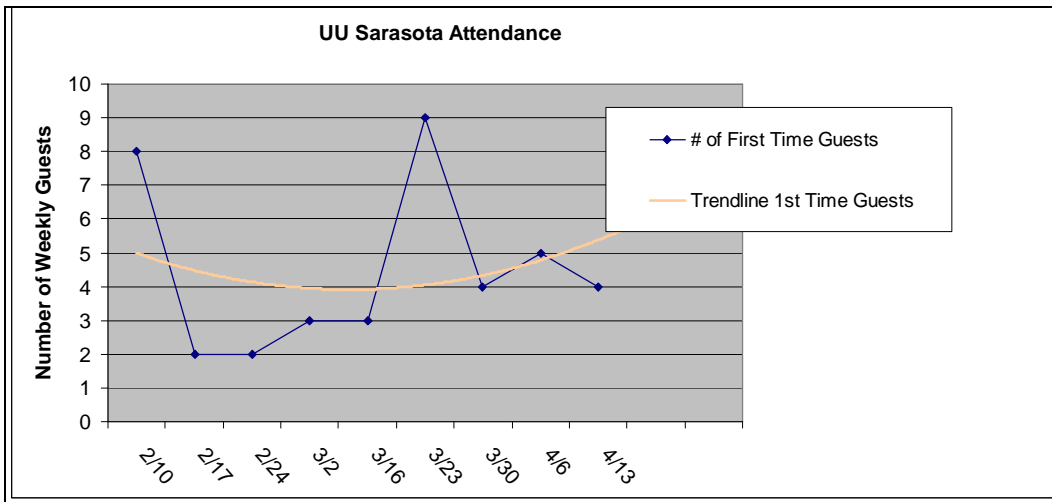
- Number of first time visitors (20) was disappointing to the congregations. Location (difficult to find and low density) may be part of the reason for the low visitor attendance.
- As a percentage, first time visitors represented 30% of total membership.
- Spirit of Life had 20 first time, and 29 returning visitors over the course of the campaign. Returning visitors to first time was 150% which is very strong, and indicates a good first impression.
- If the congregation wants to grow, they will need to generate more first time visitors. Based on their difficult location, they may need to find ways that their membership can be encouraged to invite guests. One idea might be to create a “member bring a guest” program.



UU Church of Sarasota

- The number of first time visitors (40) was lower than expected.
- As a percentage of membership visitors were 30%, the lowest of all congregations. However, tracking was inconsistent for the congregation.
- Rev. Roger Peltier was pleased with the results, stating anecdotally that he believed that they were averaging about 10 new visitors a week. He also stated that a percentage of guests were people of color.
- Number of returning visitors, as a percentage of first time visitors, was the highest among the congregations, but the data collected was suspect. In addition, the congregation only tracked those numbers for three weeks.

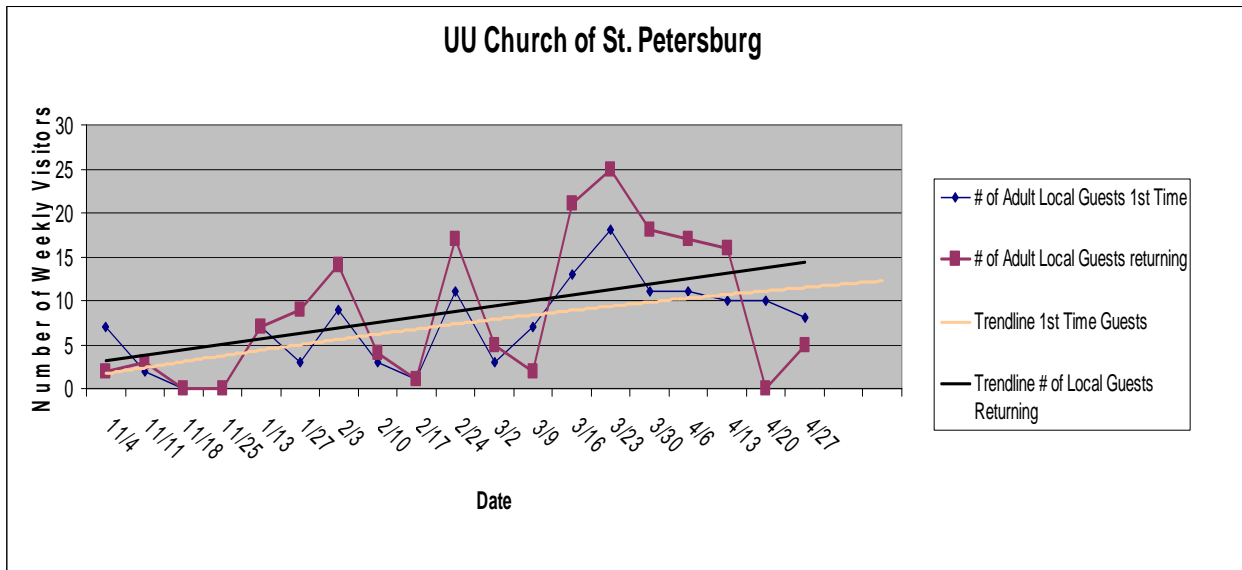
If the congregation wants to grow, they will need to “feed the pipeline” and get more visitors.



Sunday	Number of First Time Guests	# Returning Guests
Feb. 10	8	22
Feb. 17	2	19
Feb. 24	2	18
Mar. 2	3	0/No Report
Mar. 9		
Mar. 16	3	0/No Report
Mar. 23	9	0/ No report
Mar. 30	4	0/No Report
Apr. 6	5	0/No Report
Apr. 13	4	0/No Report
TOTAL	40	59

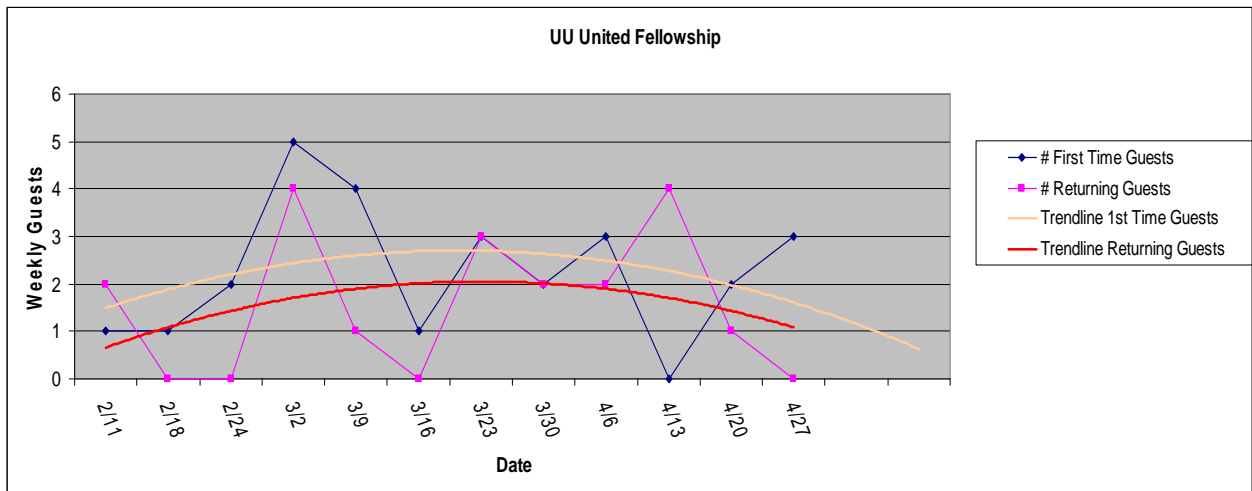
UU Church of St. Petersburg

- St. Pete Church had a high number of first time visitors (106) and returning visitors (131) particularly as a percentage of their current membership (132).
- First time visitors as a percentage of total members was 80%
- Returning Visitors to First Time visitors percentage was 123%
- All indications are that if UU St. Pete conscientiously works to convert these visitors to members the church should have good numeric growth this year.



UU United Fellowship

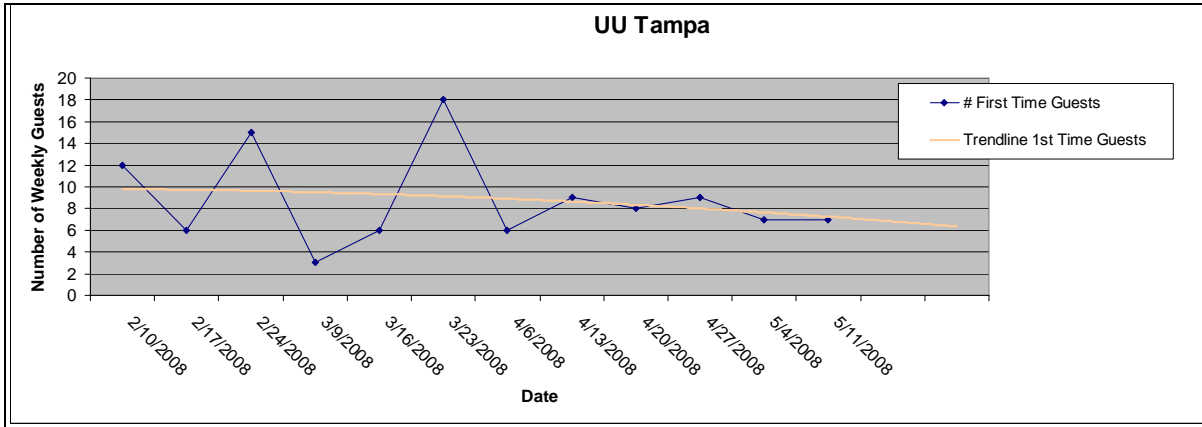
- The fellowship had almost the same number of visitors (27) as members (29).
- Their returning visitor percentage was lower than some of the other congregations, but much higher than normative data.
- If they convert these visitors to members they should see a relatively high increase in membership.



UU Church of Tampa

- Tampa had a high number of first time visitors (92), and a high number of returning visitors (66).
- First time visitors to total membership was very strong at 85%
- Tampa needs to focus on converting visitors to members.

A newly called minister (Rev. Sara Zimmerman) coupled with an enthusiasm for the campaign, has transformed the congregation. Stated Diana Stevens UUCT President, *“for ten years we’ve been talking about things we wanted to do to improve the building. The campaign motivated us to do so.”*



UU Church of Tarpon Springs

Tarpon Springs only provided two weeks of data so an analysis of results is NOT included.

However, Kathy Stevens, President of the congregation, provided the following anecdotal information:

“I don't think there is an accurate method of knowing how many people the advertising campaign has attracted, but we have had many new local people visiting us.... We just had 5 people sign the book, and only one is retired. Our demographics are changing for the better, and I have to believe the ad campaign played a part. The best thing for us was the exercise required to get ready - the best practices workshop, the mystery worshipper, and the other activities that caused us to look at how we do everything. So thank you for what you did to move us along. It is so comfortable doing things the way we always did in the past.”

SUMMARY:

Membership Growth

All the congregations had first time guest to member ratios far-exceeding norms. This would indicate that the advertising was successful in bringing visitors to the congregations.

Most of the congregations had “return visitor” percentages far exceeding normative data. This would indicate that the congregations were well prepared in their hospitality and belonging.

If the congregations can convert these guests to members, the Tampa bay area should achieve an 11% growth rate, far exceeding the UUA’s average of 1% and an improvement over the congregations negative growth of -1% last year.

The following chart summarizes the statistics and projections for each congregation based on the “Congregations Count” formulas:

Congregation	Members	# First Time Guests, 3 months	% Guest to Member (Annual goal 100+%)	# of Returning Guests	Conversion Rate Returning/ First Time	Assuming 20% Conversion Guests to Members – Projected # new members as a result of the campaign
Manatee UU Fellowship	111	62	56%	30	48%	12
UUs of Clearwater	287	216	75%	31	14% *	43
Spirit of Life UUs, Odessa	60	20	30%	29	145%	4
UU Church Sarasota	315	40	13%	59	148%*	8
UU Church St. Petersburg	132	106	80%	131	123%	21
UU United Fellowship, St. Pete	29	27	93%	19	70%	5
UU Church Tampa	108	92	85%	66	71%	18
TOTAL (not counting Tarpon Springs)	1042	563	54%	480	85%	111

* Possible error in reporting. See comments p. 5

Church Preparation

Many of the congregations reported that the campaign impacted their outreach efforts. Congregations mentioned that they worked hard to improve their facilities (painting bathrooms, redoing entry ways, improving signage and looking at the church through the eyes of a guest), their members were excited to invite friends, past visitors from months and years ago returned, and congregations put into place new membership practices.

Lessons Learned

Websites: More intentional work is needed to make congregations’ websites visitor friendly. The congregations’ sites need to have analytics so that website hits (and referrals) can be measured.

Consistent Tracking: The UUA should provide a set of definitions of “first-time” and “returning” visitors and train people how to count effectively.

Data regarding the customer experience. Exit interviews for members who are leaving the congregation, as well as visitors not returning, would provide important insights.

Anecdotal (edited) Comments from UUs

“Things are going well at church; we’ve had very good attendance over the last three weeks and a bunch of them have said that they saw the ads and decided to check us out. I am pleased!” – Rev. Abhi Janamanchi

“I really liked the 4 page insert in the newspapers. Also the big postcard...” (member, Clearwater congregation).

“The color supplement was in the Sunday Sarasota Herald Tribune on March 2 and caused a lot of buzz at U-U Church of Sarasota. I visited with new visitors but none of them mentioned the ad in the paper that day...many of them had seen the guest minister or folk singer info and had come because of that.”

“Buzz is good and yes folks have come to check us out. All the materials look great!” – Rev. Roger Peltier

“I am a member of Spirit of Life U.U. in Tampa and we have had some new visitors. I didn't ask them how they heard about our congregation...I'm excited about the marketing campaign and hope that it generates interest in our faith and congregations in this area.”

“I've seen one of the billboards, the ad on Dr. Phil, and the ads in the TBT. A couple of our parishioners have seen the same. Unfortunately we are not seeing any visitors yet as the result of the campaign. We have a rather unique situation....we are a rural church off of a main road and can't have signage. We're optimistic that it will just take people longer to find us but that they will come.” (Member, Spirit of Life UUs).

“A Jewish friend of ours received a card in the mail and said she is interested in attending a service at the Clearwater church.”

“Tampa had long been in discussion about a new building project, but had previously decided not to move on it. After the campaign began, people became energized and voted to move forward with the project.”

“The campaign has made the church look at membership in a broad new way. UUCT is developing a “befriender program” for people who have visited 3-4 times.”