



Membership Coordinator Annual Report 2016-2017

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History of Position

The position of Membership Coordinator at Community Unitarian Universalist Church began on January 1, 2014. I assumed the role on March 1, 2015, and have been in the position for just over two years at the time of this writing. The position averages 10 hours per week.

Purpose of Position

The purpose of the Membership Coordinator is to ensure that both new and existing church members find opportunities to become more engaged at Community Unitarian Universalist Church, with the long-term goal of growing the congregation by increasing new membership and improving retention of current members.

Primary Responsibilities

The primary responsibilities of the Membership Coordinator include welcoming and providing information to visitors, and helping visitors, friends, and members become more engaged in church activities. The Membership Coordinator works closely with the Membership Council, and provides support to the Leadership Development and Caring Committees, as needed.

Activities Over the Past Year

On a weekly basis, I completed the Visitor Log, which tracks the attendance of all visitors over a 12-week cycle. I reached out to first-time visitors and answered questions, as needed. I sent invitations and reminders of membership activities, including the newcomer orientation and the new Faith Forward: Inquirers Series. I sent invitations to and helped coordinate the New Member Ceremonies, and assisted with New Member Brunches and Newcomer Orientation.

My primary focus over the past year has been launching the new Faith Forward: Inquirers Series at CUUC, which replaces most of our Pathway to Membership activities. The Faith Forward program, which was developed at First Unitarian Church of Dallas, is a guided path for Unitarian Universalists to follow in their congregations to help them build connections early on, find their sense of belonging as a member, serve as a leader, and live their faith. The Faith Forward program offers three

different learning paths: Core, Advanced, and Leadership. We will be focusing on the Core Path of Faith Forward, the objectives of which are to shorten the visitor to member cycle, to help new and existing members understand and explain Unitarian Universalism with confidence, to strengthen UU identity, as well as, to encourage members to engage in regular spiritual practice. The Inquirers Series is the first offering in the Core Path.

The Inquirers Series is a rotation of 8 conversations about Unitarian Universalist history and practices, and our church. The series is designed for visitors and newcomers seeking general information, but is also open to existing members who wish to learn more. A different topic is presented each week by a guest speaker. Topics include:

- Question & Answer with Rev. Price
- Unitarian & Universalist History, Principles, and Sources
- Campus & Garden Tours
- Faith Development
- Worship & Liturgical Year
- Social Action & Community Service
- Pastoral Care & Small Groups
- Membership 101

In preparation for launching the Inquirers Series, I attended a class at First Unitarian of Dallas. I worked with Rev. Beth Dana and more recently, Faith Forward Coordinator Lori Emison Clair to learn how to implement the program. I reviewed the program materials and prepared the necessary materials to implement the program here. I also cleaned and rearranged the library, in hopes of making a welcoming space.

We began offering the Inquirers Series on September 11, 2016, and have completed 2 rotations of the program. The next rotation is scheduled to begin April 30th. I served as the primary facilitator for the class, facilitating 11 of the 15 sessions. I prepared the room and materials for the other facilitators. I arranged for guest speakers and sent invitations to visitors, and follow-ups as needed. I also tracked attendance. So far, 38 individuals have attended at least one session of the series. The number of attendees per session has ranged from 1 to 9, with an average of 4.67 attendees per session.

Church Membership

Between April 1, 2016 and March 31, 2017, we had 327 individuals visit our church. Of these, 266 were first-time visitors. Our current membership is 194 individuals. We had 14 new members join the church, and 1 former member was reinstated. Over the past year, we lost 14 members, which represents a significant improvement in retention compared to last year.

Goals for 2017-2018

During the coming year, I would like to increase our Faith Forward offerings. The Membership Council and I have discussed implementing the next class in the Core Path, called Beyond Inquirers, which is a 5-week series that focuses on developing a spiritual practice. We would also like to offer a 3-session UU Elevator Speech class.