

Membership Council Annual Report - May 2017

Membership Council meets on the second Tuesday of each month, from 7 – 9 pm. Most meetings are held at the Church. However, in March and April the committee held virtual meetings by Conference Call. But now moving back to CUUC.

Purpose: The Membership Committee welcomes visitors and guides them along the path to membership in such a way that they become engaged in the life of the church.

Goals: To increase membership 10% year over year. At our current membership level, this is a new growth of one new member per month.

Achieving this goal will require

Increasing the flow of visitors

Converting more visitors to members and

Improving retention of existing members

Over this past year, the Committee has addressed these requirements by

- Raising awareness in the Community

Because a significant part of adults use the Internet for information, we created a Meet-up, UU's Welcome You. Meet Up is a searchable social media site designed to help users connect with others in the local area that share similar interests. Our search terms include liberal Christianity, agnostic, atheist, freethinker, spiritual, etc.

- Implementing the new Faith Forward program

In third quarter 2016, we launched the Faith Forward Initiative to continue improving and refining the process of converting visitors to members.

This initiative, developed by First Church and supported by a grant from NTUUC, replaced the existing New Member Orientation and the Inquirers Series with a series of informative, one hour presentations about topics related to our UU faith in general and Community Unitarian specifically.

The Faith Forward Program replaces the New Member Orientation, the Inquirer's Class, and incorporates Meet the Staff (Minister and RE Director) and the Garden Tour.

The New Member Ceremony and New Member Brunch are held as demand requires, generally once per quarter.

We are currently redesigning the New Member Ceremony to make it both more streamlined and more meaningful to our new members and the congregation.

- Identifying opportunities to attract new members by meeting the needs of our local community.

Two programs have been identified based on observations of the reasons people seek a church home. As a UU congregation, we have a unique offering to meet the following needs of our neighbors who share our spiritual and cultural values:

Love and Logic – a program for parents

Peer lead grief support – researching programs that can be offered with the resources available here at Community UU. UU churches around the country offer peer grief support, the most well developed is the program at Mission Peak UU in Fremont, California.

Needed:

Additional volunteers: To fully take advantage of the opportunity to use Internet and Social media, we need volunteers to create content for Social Media – photos, videos, etc. Ideally, this would involve working in collaboration with the Communications Committee.

Survey of departing members: Survey members as to why they left and see if there are areas that we may be able to change to show value in membership and correct any problems.

Positions within the Membership Council:

Chairperson: Kimberly Schramm

Staff: Membership Coordinator: Cindy Pilcher

Secretary & Adult Education & NTUCC coordinator: Celeste Kennedy

Communications: email/web/stats – Vacant (Gene Verinder)

Technician: setup systems & software – George Norwood/Karen Ditsch

Coordinator of functions/Greeter/Women's Alliance: Vicki Verinder

Host & presenter of visitor orientation: All Membership Team

Host & presenter of New Member Ceremony: All Membership Team

Virtual membership coordinator: Vacant

Past member interviewer: Vacant

Coordinator with Leadership Development & Staff: Cindy Membership Coordinator

Hospitality: The Hubbles and George Norwood

Greeter Leader and staff: Pam Reinke-Walter and three volunteers every Sunday and 1 RE rep

After church Chats Leader (Should be worship Associate): Vicki Verinder is currently coordinating church chats

Stats

- Membership: Began 4/1/2016 with 193 members, gained 14 new, reinstated 1 previous and lost 14 for a net gain of 1 leaving us with 194 members as of 3/31/17.
- Friends: Began 4/1/2016 with 39 friends, gained 3 new, reinstated 0 previous and lost 5 for a net loss of 2 leaving us with 37 friends as of 3/31/17.
- Visitors: 327 in the past 12 months (4/1/2016 – 3/31/2016) Of these, 266 were first-time visitors. There are currently 194 members. 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.