



Membership Coordinator Annual Report 2017-2018

Cindy Kidner Pilcher

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 held the position for just over three years. I resigned from the position effective March 31, 2018, due to personal and family reasons. I prepared this report in advance for the Congregational Meeting in May. 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. The Membership Coordinator also takes a leading role in implementing the Faith Forward program at CUUC.

Activities Over the Past Year

On a weekly basis, I completed the Visitor Log, which tracks the attendance of all visitors over a 14-week cycle. I reached out to first-time visitors and answered questions, as needed. I sent invitations and reminders of membership activities, including holiday worship services, the Faith Forward: Inquirers Series and Elevator Speech Class, and special church activities.

Much of my time over the past year has been devoted to coordinating and facilitating the Faith Forward program. The Faith Forward program 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 are focusing on the Core Path, 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. Over the past year, we continued offering the Inquirers Series, and introduced the Elevator Speech Class.

The Inquirers Series is a rotation of 7 or 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

Over the past year, we completed 2 rotations of the Inquirers Series. I served as the primary facilitator for the class, facilitating 11 of the 14 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. Over the past year, 17 individuals attended at least one session of the series, bringing the cumulative number of participants to 55. Many of these participants have become active visitors and contributing members of the congregation.

The Elevator Speech Class guides participants through developing an elevator speech about their Unitarian Universalist faith, over the course of 2 to 3 sessions, depending on the number of participants. It is called an “elevator speech” because, on an elevator ride when someone asks you “what is Unitarian Universalism?” you only have a short time to make a meaningful statement. The class focuses on the difference between a credo and an elevator speech, and presenting a succinct, accurate, and welcoming description of our faith tradition. We held our first Elevator Speech Class in March. I served as the facilitator and we had 6 participants. Feedback was positive, and I think all enjoyed the experience.

Church Membership

Between April 1, 2017 and March 31, 2018, we had 209 first-time visitors to Community, which represents a 21% decrease from the previous year. We had 5 new members sign the membership book. Please see the Annual Report from the Membership Council for additional information regarding total number of members, as well as gains/losses/reinstatements.