

Metro New York District Board,
Growth and Extension Committee,
is pleased to sponsor

Marketing 101
Developing an Outreach Strategy for your Congregation
a workshop led by
Valerie Holton, UUA Marketing Outreach Consultant

Valerie manages the regional marketing campaigns for the UUA. She's conducted campaigns in Houston and Dallas/Ft. Worth, and is currently working on several campaigns in California

Saturday, April 1, 2006
9 a.m. to 3 p.m.
The Community Church of New York
40 E 35th St, Manhattan

Valerie states, "The term 'marketing' often has a negative connotation. But marketing is about giving people what they want and need. Isn't that really what our ministry should be about? As Unitarian Universalists it is our obligation – and joy -- to share what we have to offer with those who would welcome our faith message"

In this workshop we'll learn how to develop a marketing plan to attract visitors....

- Determine who you want to reach
- Identify what they need and want from a church
- Create programs your church can offer to meet their needs
- Design the promotional materials – and the compelling message – to communicate what your church has to offer
- Prepare your congregation to welcome visitors

You'll return to your congregation with:

- Marketing and promotion ideas (bring your success stories!)
- Marketing tools available from the UUA and other sources
- Website design recommendations
- Instructions to deliver a successful direct mail campaign

To register visit <https://www.formdesk.com/uufoms/presidentsroundtable>.

Questions? Contact Andrea Lerner at 484-226-8226 or alerner@uua.org or Harry Green at 201-858-8567 or hgreen@uua.org.