

2010-2011 Public Relations Committee Report

The 2010-2011 church year has been a productive one for the Public Relations Committee as we continue to work with the other committees to achieve all of the objectives of the Strategic Vision for 2018. Objective II (keeping the greater Nashua community informed about our congregation and the contribution we make to that community) falls under the purview of the PR Committee. In conjunction with that task, the PR committee also has to work with other committees to help them get their messages out and to work to find better ways to communicate within the church membership in order to strengthen the bonds within our UU community (Objective III).

Within the Strategic Vision of 2018 is the specific goal of growing to a 600 member congregation, essentially doubling the current membership. As the PR Committee works on promoting the positive image of our church to the greater Nashua community and open the lines of communication within the church itself, it must also find creative ways to try to attract as many new members as possible. This year's efforts included: our new, bright yellow bumper stickers; pens with our address information for the visitor's packet; an ad in the Alvirine High School Cabaret Brochure recognizing three of our Senior High Youth in that production; an ad in the Rainbow Wedding Network Magazine, in an effort to reach out the GLBT community; a Spring Open House (something we have never done) that was promoted with four consecutive ads in Hippo Magazine; and a major update to our Facebook page to make it easier for church members to communicate with each other. To date, we have gotten one wedding because of the Rainbow network ad and three inquiries from the Open House/Hippo ads.

An ongoing responsibility of the PR Committee is to maintain our website at www.uunashua.org. We often hear that newcomers read about us there. We continue to do well in searches - for example "what do unitarian universalists believe" shows our "100 Questions" at or near the top of the results. The site has grown over the years and now has more than 1,500

files, including more than 250 sermons.

We are still hosted at ParkBits.com, run by member Dan Murphy. Dan's assistance is very much appreciated by everyone on the committee.

The PR Committee also produces the monthly newsletter. Distribution is via email and on the website. Thank you to Dick Widhu, Mike Ballentine and Melody Laugininger for editing and doing layout of every monthly newsletter.

Respectfully Submitted 06/09/11/,

Bill Kennedy, Committee Chair; Committee Members:

John Burkitt, Mike Ballentine, Melody Laugininger, Janie Andolsun, Kim Hicks, Vanessa Abraham, and Sherri Woolsey.