

PR COMMITTEE ACCOMPLISHMENTS FOR 2009-2010

- 1: Jen and Michelle's wedding coverage in the Nashua Telegraph**
- 2: Hippo Ad...one new member; will do this one again**
- 3: NHPR Ad Campaign: Interesting, no solid results; expensive.**
- 4: Looking to sell bumper stickers next year...add them to the new members packet**
- 5: Better utilize the social web sites like Facebook; an ad hoc committee is in place to do just that.**
- 6: A Review of our website design and content is a continuing project.**
- 7: Church buildings floorplan with photos up on the website.**

In the 2009-2010 year, the PR Committee created a mission statement so that everyone on the committee and everyone in the church community knows exactly what the PR committee is trying to accomplish as we work together to achieve our Strategic Vision for 2018. Our mission statement reads as follows:

THE PUBLIC RELATIONS COMMITTEE OF THE UNITARIAN UNIVERSALIST CHURCH OF NASHUA WORKS WITHIN THE CHURCH TO KEEP THE CONGREGATION BETTER INFORMED AND ASSIST OTHER COMMITTEES WITH THEIR EFFORTS TO ADVANCE THEIR IDEAS AND PROGRAMS, AND WORKS WITHIN THE GREATER NASHUA COMMUNITY TO PROMOTE THE POSITIVE, PROGRESSIVE, SPIRITUAL MESSAGE OF THE UNITARIAN UNIVERSALIST FAITH.

As all of us work together to achieve objectives I-III of the Strategic Vision for 2018, the PR committee efforts are concentrated on Objectives II & III. In particular, the PR Committee is tasked with finding new and creative ways to attract as many visitors as possible to our church and to keep the Greater Nashua community informed about our vibrant congregation and the contributions our church makes to that broad community (Objective II). The PR Committee must also

contribute to strengthening the bonds within the church community (Objective III) by helping other committees get their respective messages out and finding new, more efficient ways to communicate within the church membership so that all member and friends know what the UU Church of Nashua and all if its committees are doing. Opening these lines of communication and keeping them open is a critical part of this committee's mission. It will enable us to give members and friends a clear understanding of what it means to be a part of the UU Church of Nashua. If we can give our own members a clear understanding of what the Church is doing and the things that it is trying to accomplish, each member can become a goodwill ambassador for our church and become extensions of the PR Committee. The more voices we have talking about this church, the more visitors we can attract to achieve our 600 member goal for 2018.

Respectfully submitted,

Bill Kennedy, Chair

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