

PR Committee Report for 2011-2012

For the recently completed church year, the PR Committee asked for and received a budget of \$4000.00, the bulk of which was spent on local advertising in the Nashua Telegraph and the Hippo. There is \$1.95 left in the budget. The majority of those ads were used to advertise the Fall and Spring Open Houses and the Christmas Eve services. As one measure of success, the Telegraph ads brought in one new member this year and the Hippo ads brought us one new member last year. Another indicator of the success of the ad campaign is that we had 17 newcomers at the Spring Open House. That is the largest number of newcomers we have ever had for any Open House.

The Committee undertook two major projects this year: developing a new order of service and a new Church logo. As part of those projects, the committee asked for artwork submissions. The new Order of Service was introduced earlier this year; the new logo will be unveiled next year. We also worked with the Membership Committee to revamp the visitor's packet and that will also be unveiled in the next church year.

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 is now more than 1,500 files, including more than 250 sermons. We are constantly looking at ways to make the website better and we are also trying to develop better ways to use all of the social media available to us to better communicate within the church community and the greater Nashua community.

The PR Committee also produces the monthly newsletter. Distribution is via email and on the website and there are 27 members who receive the newsletter via the U.S. Mail.

Respectfully submitted on June 7, 21012 by

Bill Kennedy, PR Committee Chair and Members:

Mike Ballentine, John Burkitt, Kristin Davidson, Kim Hicks, Nancy Klarman, Kate Messner, and Sherri Woolsey