

Random Ideas from Congregation Re: Membership

I have interviewed members of the congregation for any ideas they have about membership retention or expansion. In the spirit of that, I have a list of ideas for your consideration and if you give me your ideas as you gather them from people, I will continue a list for our perusal. Some ideas may belong to another team, or may not be practical, or doable, but listing all of them may have some advantage to stimulate creativity and involvement by members.

We can then decide what to do, what not to do, and what to publicize from that list and add to our "Points to Promote". Here are suggestions that came from members:

- Put one of Frank's sermons in the World Herald Saturday edition.
- Recording every Sunday sermon and send CDs to people who don't or can't come to services.
- Holland Lecture promotion:

"Let's suppose if we asked people why they came to the Holland Lecture and there were a series of responses like:

I like to be exposed to new ideas

I like to be in the Holland Center

I like progressive ideas

I like to hear things you often don't hear in Omaha

I like to hear lectures

Etc.

Frank might start his introduction mapping the mission of our church to the reasons people are there. It might be something like: "Unitarians appreciate new and progressive ideas and appreciate being in a beautiful space in which to consider them. The Hollands, in the tradition of Sarah Joslyn...also First Unitarian members...have helped create this beautiful space for us to be in. Unitarian services have often been compared to lectures, and we're proud to be part of this one" I'm making this up, but you get the picture...create a series of enticing associations that the people might want to try out."

- Have the worship services team ask new members to do the chalice lighting on a regular basis as part of new member recognition.
- Have new members mentored by a member for 2-3 months as part of assimilation.
- Consider another attempt to establish a small group ministry program as part of assimilation and retention .
- Communication between Membership Team and other teams to enhance responsibility for integrating new people. The Membership Team, for example, quarterly emailing the other team leaders a list of new members that need assimilation, so that they can be personally invited to join teams. For example, Women's Alliance extending a personal invitation, Fellowship personally inviting them to the next social event, or someone from the RE calls them to invite children.
- PDF attachments with written instructions about coffee hours, greeting and ambassador duties attached to reminders about sign ups for duties and attached to recruiting new people for volunteer tasks.

