

**Meeting with Dale Sollom-Brotherton**  
**September 27, 2009**

How do we grow our congregation? How do we connect with more people?  
How do they find us? How do they get connected?

Three steps to developing a marketing plan (marketing is about balance...most churches don't focus on all 3 categories): **Awareness; Trial; Involvement**

**1. We listed on newsprint things we are already doing (or could be doing) under the 3 categories.**

**AWARENESS** (How does someone find out about FULC?)

- Web
- KIT
- Personal conversations (word of mouth and conversations with members)
- Presence at AIDS Walk (T-shirts)
- Advertisement in local newspapers
- Attend other church's events
- Pride Parade booth
- Facebook Page
- Susan's Twitters/Susan's Picture
- Sign out front/Banner
- TCPC website; Evolution Sunday, Pluralism Sunday
- Logo

**TRIAL** (How does someone try us out?)

- Curiosity
- Through another member
- Show up
- Events outside Sunday Worship (Food Bank, other Social Action support)
- Website = sermons/music
- In one/one conversation with us
- Saving Jesus
- Meditation Group
- Children's Activity/Sunday School, kids bringing friends

**INVOLVEMENT** (How can a newcomer get involved?)

- Sing or play music
- Volunteer to participate in worship
- Food Bank
- Hospitality
- Special inclusive activities
- Social activities
- Lector
- Intercessor
- East Bay Group
- Setting Up
- Night Ministry/Welcome Ministry
- CROP/AIDS Walk
- Kids Time

## **2. We shared what brought each of us here. What makes FULC special?**

- Inclusiveness
- Evening Service
- Music
- Diversity
- History
- Kids included (instead of being put in a crying room)
- Single parents welcomed
- Divorced Catholics welcomed
- People with special needs welcomed
- Fun people
- Community

## **3. We discussed how to increase awareness about FULC.**

### **PHYSICAL:**

- PLTS – publicity
- Sandwich board sign/map at front entrance to be designed
- Same artwork for sandwich board adapted to the web
- Designated greeter at church entrance and inside chapel
- Designated person to initiate conversation with newcomer
- Each member ready to share their “story” with newcomer
- Printed “leave-behind” piece to be given to newcomer
- Get website link out in printed publications
- Tell members’ stories

### **WEB:**

- Google Diagnostics (Free) - Tracking
- Google Metatext tags – Tag keywords into text so Google picks them up
- Online ad (\$) - Pops up next to Search results – when clicked takes person to FULC site
- “Yelp” Recommendations

## **4. We practiced telling our stories to each other: why am I a part of FULC?**

- Have your story prepared, so you don’t feel put on the spot
- Include it on the “Postcards” page of our website
- Part of the hospitality of refreshment time

## **5. We came up with some concrete actions and goals.**

### **Awareness**

- Find ways to get people to our website
- Work on FULC’s presence on Facebook, Twitter, and YELP
- Use Google Diagnostics and Metatext tags
- Promote evening service time

### **Trial**

- Provide better signage
- Make sure doors are unlocked and accessible
- Enlist “greeters” who will put out sandwich boards and physically accompany visitors to the Chapel
- Be intentional about connecting with visitors and telling our stories

### **Involvement**

- Invite. Invite. Invite.

