

Unitarian Universalist Church of Silver Spring, Maryland

OUTREACH COMMITTEE CHARTER

Effective Date: November, 2000

I. NAME OF THE COMMITTEE: Outreach Committee

II. GUIDING RATIONALE:

Part of the mission of the church is to reach out to the larger community, to let it know of the existence and purpose of the church, and to invite people to take part in the life of the church including Sunday Services, festivals and other events.

III. PURPOSE OF THE COMMITTEE:

This committee has two functions, first to act as a service committee to help other committees of the church publicize their activities outside the church; the second is to reach out to the community with the good news of our faith and to encourage people to visit and consider joining our congregation and our denomination.

Specifically, the Outreach Committee will maintain a list of media contacts in the community; prepare and distribute publicity for the church (content will be edited and approved by the relevant committee head or minister or board president where appropriate); educate church leadership on how and when to contact the media; prepare and distribute mailings to the community about the church and its programs; prepare and coordinate church participation in community events; do other activities to evangelize within the community and to let people know about UUCSS.

NOTE: this committee is not charged with speaking for the church in the media or elsewhere.

IV. MEMBERSHIP, APPOINTMENTS, AND TERMS OF SERVICE:

- A. The committee is headed by a Chair or by Co-Chairs appointed by the Program Vice-President and approved by the Board of Trustees for a term of two years. The ideal size of the committee is five to seven members.
- B. Each committee member shall serve for two years. An attempt shall be made to stagger terms of members to ensure continuity in its leadership.

V. FREQUENCY OF MEETINGS: The Outreach Committee meets six times during the calendar year, and more often as needed. It is anticipated that a large portion of the work of this committee will be conducted by phone, fax and email.

VI. SPECIFIC TASKS AND REPORTING SCHEDULE:

- A. Defines the media market for the church and maintains a mailing and contact list of media people in the larger community.
- B. In coordination with the minister and staff, and other church leadership, prepares and distributes press releases about significant and newsworthy events involving the church.
- C. In coordination with the minister and staff, and other church leadership, works with the webmaster to define the purpose, content and design of the church web page, and to publicize the existence of the church URL.
- D. Works with the Membership Committee to distribute flyers, brochures and other information about the church and its programs outside the church.
- E. Is responsible for preparing community outreach materials (Washington Post Ads, Wayside Pulpit, fliers, etc.).
- F. Prepares a list of community events in Takoma Park and Silver Spring in which the church might participate, such as street fairs, festivals, parades and symposia. Decides which events would help the church reach out to the unchurched, to its neighbors and to the larger community in order to publicize its worship, educational, cultural or social action activities. And organizes such participation.
- G. Develops and produces direct mail campaigns to publicize the mission and activities of the church.
- H. Develops and conducts door-to-door contacts in the area served by the church, using flyers, personal invitations and other means, to publicize the church and its activities.
- I. Works with the Membership Committee, the Minister and other church leadership to develop materials to introduce people to the life of the church.
- J. Develops and implements a plan to advertise the church and its programs in the larger community.
- K. Works with the Minister, the staff and the leadership of the church to develop educational programs to encourage and support corporate and member evangelism.
- L. The Chair, Co-chair, or a designated representative shall attend the Program Council Meetings.
- L. Prepares a yearly budget for the Finance Committee.

- M. Prepares an annual report for the congregation on the activities of the committee, showing results of the committee's work, where possible, and including financial summary showing the committee budget and actual use of funds.
- N. In consultation with the Denominational Affairs Committee, works with the Greater Washington Association of UU Congregations to coordinate advertising and outreach activities among local churches.

VII. RESOURCES:

- A. Membership Charter and the Program Council Charter
- B. "101 Ways to Increase Membership" (UUA Pamphlet)
- C. "44 Ways to Increase Attendance" by Lyle Schaller
- D. The United Way Media Handbook.
- E. Dancing with Dinosaurs by William Easum
- F. The Vital Congregation by Herb Miller
- G. How to Reach Baby Boomers by William Easum
- H. The Church Growth Handbook by William Easum
- I. Growing Plans
- J. The Congregational Handbook from the UUA
- K. Workshops sponsored by GWA, JPD, and the UUA and area non-profit groups, schools and government agencies.

VIII. Contingency: In the event that this committee becomes inactive, its responsibilities and budget will devolve to the membership committee.