

## OUTREACH

UUCGT prides itself in our efforts to maintain our seven principles in our wider community. We feel that 'Outreach' is an effort to engage in our local community and in the wider population. We as individuals are involved in many organizations, and as a congregation we frequently come together to help with causes or other important efforts.

In addition, we know that every time we help advance a cause or help in some situation, we are putting our UU values on display. We sincerely hope these interactions will lead other people to our door.

In a survey done by the Ministerial Search Team in early 2021 one of the most important visions for our future, as determined by answers from congregants, was to enlarge our congregation to include more families, children and add more diversity to our current congregation.

### Summary of Outreach Survey

In February, 2021 an Outreach Survey was sent out and 71 surveys were received back. In our tabulation of the answers, we came up with many interesting facts:

- There were 387 causes/events/programs supported by the **money donations** of the respondents. Of these, **34%** were donations related to our **various personal interests**, social connections, and entertainment, for example: Public TV, Public Radio, the Symphony, Writer's series, Tart Trails, etc.  
About **22%** supported **Environmental** concerns.  
About **20%** supported **Humanitarian** concerns.  
About **17%** supported **Political/Social Justice** concerns.  
**UUCGT** was named as a donation recipient in **7%** of the instances of donation.  
Approximately 1/3 of the respondents listed UUCGT as a place they donated to.

The average respondent donated money to 5 or 6 different places, which is why 71 surveys returned such a large number of causes supported.

- By far, the two entities receiving **donations of our time** were **UUCGT** and **Safe Harbor**.

By far the most interesting and telling responses were to the question: What are the three most important things that UUCGT should be involved in?

- The top category was **Homelessness**. This is most probably explained by the efforts of several of our congregants who are actively involved and serve in Board positions of the Safe Harbor Homeless Shelter. Our congregation has been generous with donations for this effort.
- Homelessness was closely followed by **Environmental** causes. There were only 3 votes difference between these two choices.

- In the ‘3 things’ category the percentages were:
  - Humanitarian concerns 41%
  - Political/Social Justice 40%
  - Environmental/animals 12%
  - Personal interest 7%

There is no doubt that we are a congregation of generous donors; both of time and money.

## OUTREACH POLICY

### POLICY

The UUCGT Outreach efforts will be led by our Minister, or his/her designee. We understand that our Outreach efforts should be spearheaded by our congregational leader and that any Outreach done on behalf of the UUCGT will be coordinated by her/him.

Our minister shall gauge how our congregation can best impact our community and shall determine how best to interact with other like-minded churches or congregations to reach more people and do the most good.

Our intention is always to help where help is needed, and we hope that these efforts will encourage others to join our congregation.

“Our faith has always been motivated by a desire to contribute to the greater good”. (UUA). We hope to show our community ‘This is who we are, and this is what we do’ when reaching out. We try to make a difference in the world.

### PROCEDURE

- Build an Outreach Identity
  - Develop a mission statement.
  - Understand the demographics and needs our community.
  - Assess the outreach potential of the gifts and talents of our members.
  - Assess the outreach potential of the church’s physical resources.
  - Assess the outreach potential of existing programs and ministries.
  - Partner with community organizations.
  - Update the church’s image to reflect our identity.
  - Build short- and long-term bridges to the community.
- Reach out to our Community.
  - Let the community know who we are and determine how to best communicate our message.

- Connect People to our Church.
  - Create resource materials.
  - Greet and make connections with all newcomers.
- Equip members to reach out.
  - Create opportunities for congregants to make personal outreach to others.