

UNITARIAN CHURCH OF LINCOLN (UCL) COMMUNICATIONS PLAN 2025 DRAFT

POSITIONING STATEMENT

What makes us unique? (Known in marketing as Unique Selling Proposition)

The Unitarian Church of Lincoln is known for our long history as a progressive, liberal faith community with a commitment to social justice. The Unitarian Church of Lincoln aspires to be a loving community uniting reason with spiritual exploration to transform ourselves and our world. We are held out as a local leader in climate justice and green building options for churches.

We are held out as a local leader in support of marginalized communities.

We affirm the inherent worth and dignity of all people. We value the diversity of racial and cultural identity, nationality, sexual orientation, gender identity and its expression, religious background and belief, marital status, family structure, age, mental and physical health and ability, political perspective, education and financial means.

OBJECTIVES

What do we want to achieve?

These objectives support the whole congregation in achieving success with strategic goals for membership growth. We want to:

1. increase our visibility to all target audiences
2. hone the messages with monthly themes and be consistent across platforms

TARGET AUDIENCES

Who are we trying to reach?

- Primary:
 - Our members/friends
 - Visitors/newcomers/"church shoppers"
 - Current and potential partners in the community
- Secondary:
 - Local media
 - Likeminded community members who hold similar values
 - Current and potential building users

DESIRED ACTIONS

What actions do we want our target audiences to take?

In order to increase participation we will provide opportunities for engagement shared via available communication channels. We want:

- Our members and friends to engage with UCL
 - Attend services
 - Attend special events
 - Participate in actions
 - Private social group on FB
- Community members to engage more robustly with our public FB page, Instagram, YouTube chat and our website

MEASURABLE RESULTS

What metrics or analytics will be used to measure results?

The following metrics are available to us in tracking impact with the following measurable platforms:

1. YouTube Views
2. YouTube Watch Time (Hours)
3. YouTube Unique Viewers
4. YouTube Subscribers
5. Website Page Views
6. Website Unique Visits
7. Facebook Page Views
8. Facebook Account Reach
9. Facebook Post Interactions
10. Instagram Views
11. Instagram Accounts Reached
12. Instagram Post Interactions
13. Instagram Total Followers
14. MailChimp Open Rate
15. Google People asking for direction
16. Google Website visits from profile
17. Google Profile views
18. Google Search

2025/26 MONTHLY Soul Matters Themes

September 2025	Building Belonging
October 2025	Cultivating Compassion
November 2025	Nurturing Gratitude
December 2025	Choosing Hope
January 2026	Practicing Resistance
February 2026	Embodying Resilience
March 2026	Paying Attention
April 2026	Embracing Possibility
May 2026	Awakening Curiosity
June 2026	Flourishing Together

<p>UCL KEY DATES general</p> <ul style="list-style-type: none"> • Annual Giving Campaign (Sept/Oct) • Auction (Spring) • Handmade Harvest (Fall) • Winter Lecture Series (Winter) • Children and Youth (SoUUpper Supper, UU Penpals, Easter) • General Assembly (June) 	<p>UCL KEY DATES worship</p> <ul style="list-style-type: none"> • Water service (September) • Thanksgiving service (November) • Christmas/Solstice services (December) • Stranger Share Our Fire (December) • Easter (Spring) • Flower service (June) • General Assembly (June)
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MESSAGING

May include existing language from:

- vision, mission, covenant
- Unitarian Universalist values JETPIG
- Descriptions created by committees/volunteers to promote a special event

COMMUNICATION PLATFORMS

What platforms are we using now - who is the primary target audience - and how frequently are these messages going out?

CURRENT PLATFORMS:

- Newsletter "The Beacon" - members and friends - monthly
- All-Church email blasts - members and friends, visitors - Fridays
- Facebook Social Group - members and friends - ongoing
- Facebook Public page - all target audiences - weekly
- Website - all target audiences - - ongoing changes (What's new changes every other week approx.)

- Instagram - all target audiences - weekly
- YouTube - all target audiences - weekly
- Yard Signs - all target audiences - on hold (building VTeam)
- Bulletin boards (internal) - members & friends, visitors - ongoing
- Brochures/Pamphlets - visitors, users of the building - ongoing
- Media relations/Press releases - all target audiences - periodically as needed, but target quarterly (Need VTeam Champion for press releases)
- Exterior Sign - all target audiences - ongoing
- Wayside Pulpit - neighborhood and community members who hold similar values (approx every other week)
- Scrolling Announcements - members, friends and visitors (weekly)
- Board of Trustee Announcements - members, friends, visitors (weekly)
- Radio KZUM - all target audiences - ongoing
- Print Ads - all target audiences - periodically throughout the year