

**Marketing Team Report
January 2007 Annual Membership Meeting**

MEMBER/CONGREGANT MARKETING SURVEY

Results analyzed and presented to Board in February. Internal research section of Marketing Plan completed.

CHURCH IDENTITY DESIGN AND LOGO

New designs completed and put on hold.

SPECIAL EVENTS

Java Jive Saturday Night!

New graphics, advertising, public relations, fliers, emails and bulletin announcements for two successful events in April and October.

Spiritual Unity of Nations Conference

Advertising and public relations that resulted in a feature article in the Grand Rapids Press and mentions in other publications.

NEWSLETTER

Newsletter design, naming campaign, goals, editorial content, schedule, process and printer all ready to go. Job description prepared for editor position. We need a volunteer editor.

WEBSITE

Content list prepared. Web designer, Jason Sosa, is prepared to start work early in 2007.

ADVERTISING

On-going listings for Sunday Services, A Course in Miracles and Reiki in *Natural Awakenings* monthly magazine.

BOOKSTORE COUPONS

For welcome kits and special events.

Respectfully submitted by your 2006 UCPC Marketing Team,

Jill Armstrong, Chair
Sandra Fisher, Vice Chair
Shannan Denison
Tom Hale

Laurie Lamothe, Board liaison
Candice Cullen
Chris Huntoon
Keith Mullins

Contributors:

Eric Bowers
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