

ALL SOULS UNITARIAN UNIVERSALIST CHURCH
of Kansas City, Missouri
MEMBERSHIP DEVELOPMENT PLAN

“In Unitarian Universalism no higher authority creates a congregation; in fact, a congregation is formed only if people are willing to constitute one. *Membership, then, is the heart of our Unitarian Universalist congregational life.* Membership is a dynamic process rather than a single act. It begins when one makes the conscious choice to formally affiliate with a particular congregation—yet that decision marks the beginning of the membership journey rather than its end.”
(from The Membership Journey – UUA publication)

Objective: Retain 8-10% of first time visitors as Members or Active Friends

All Souls averages 780 – 850 First time visitors per year during *Sunday* morning programs.

Strategies to achieve objective:

- Work with committees, board members and other groups in the All Souls Community to develop a stronger “culture of hospitality” on Sunday mornings – encourage “business” to be done following services and programs on Sunday instead of during programming.
- Expand tracking systems targeting visitors at programs other than those of Sunday morning.
- Expand greeter program to include additional coffee hour hospitality and post greeters at all entrances during Sunday morning “rush.”
- Expand greeter program to include outreach programs such as Films series, concerts and other venues as they are created.
- Continue “Getting to Know UU” program on Sundays and expand to include other outreach events.
- Develop more extensive “host” program to support rental events that draw visitors whose values are likely to be in sympathy with those of ASUUC.
- Continue to offer membership class quarterly with the focus on creation of community building and bonding process between participants.
- Host “Bring a Friend” to church events on a bi-annual basis.

Objective: Achieve an average net growth of 9% per year in pledging members over the next 10 years.

Of those who join All Souls, approximately 75% are persons who come from other faith traditions. 15% fall into what we would a category we would term “unchurched.” The remaining 10% transfer as former UU members.

As of early 2008 and for the past 3 years the demographic break down falls into four broad categories: Young adults/single, partnered or married without children - approximately 20%
Families with children under high school age – approximately 24%
Single, partnered or married active adults – approximately 47%
Older adults – approximately 9%

The primary focus of our membership program since 2003 has been on the building of community with in “class” groups, development of a commitment to the broader All Souls congregation, responsibilities of membership and education about Unitarian Universalist identity.

Strategies to achieve objective:

- Recommend to the Board that new member classes be all but required to join All Souls.
- Develop programs that create opportunities for “established members” to mentor and integrate newer members into the community. Examples of such programs already in existence would be Dinners for Eight, Annual Talent Auction and our Connections Fair.
- Educate all new members about aspects of church experience with programs such as Exploring Involvement and the aforementioned Connections Fair.
- Use the “Skills and Interest” tool to help newcomers to find appropriate outlets for their volunteer and service interests.

Objective: Achieve an attrition rate of no more than 4% per year of pledging members.

Being intentional about supporting persons as they deepen their commitment to membership and strengthen their investment in our community has generated an integration rate of 78% for among those who take our new member class. (data source – Membership Annual report 2006-2007)

Strategies to achieve objective:

- Continue using the membership integration rating scale to identify those who continue to deepen their commitment to our community.
- Create a new member advisory group to assess aspects of community life that are helpful to the assimilation process. Work with appropriate committees and group within the church to strengthen these opportunities.
- Identify “drop out” issues and work to develop a rating scale of factors that contribute to “drift.”
- Develop an “exit” interview format that will help with identification of the above mentioned concerns.