

# Communications Survey Results

The Communications Task Team at Unity Worldwide Ministries wants to take this opportunity to thank the Unity Worldwide Ministries Communications Circle (see list of names for both groups at end of article) for their help in creating the 2011 communications survey. We are especially grateful to Marti Hayes for her assistance using Survey Monkey, and to the 335 individuals who took the time to respond to this survey, making it a great success. The results will assist us in serving all of our constituents efficiently and effectively.

Here are some of the results that we thought might interest you.

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## What is the approximate size of your spiritual community?

|                | Response Percent | Response Count |
|----------------|------------------|----------------|
| 1,000 +        | 4.0%             | 13             |
| 500-1,000      | 4.0%             | 13             |
| 300-500        | 3.1%             | 10             |
| 150-300        | 13.5%            | 44             |
| <b>50-150</b>  | <b>41.3%</b>     | <b>135</b>     |
| 0-50           | 26.0%            | 85             |
| Not applicable | 8.3%             | 2              |

Of the 335 individuals responding, 327 answered this question; 8 skipped this question.

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## Do you have a computer with internet access at your ministry?

|            | Response Percent | Response Count |
|------------|------------------|----------------|
| <b>Yes</b> | <b>92.5%</b>     | <b>273</b>     |
| No         | 7.5%             | 22             |

Of the 335 individuals responding, 295 answered this question; 40 skipped this question.

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## How often do you use the internet to research topics that relate to running your ministry?

|                        | Response Percent | Response Count |
|------------------------|------------------|----------------|
| <b>Daily</b>           | <b>49.3%</b>     | <b>144</b>     |
| Weekly                 | 37.0%            | 108            |
| Monthly                | 5.1%             | 15             |
| Less than once a month | 8.6%             | 25             |

Of the 335 individuals responding, 292 answered this question; 43 skipped this question.

**If your ministry sends out a newsletter to congregants, how is it distributed?  
(Select all that apply.)**

|                                 | Response Percent | Response Count |
|---------------------------------|------------------|----------------|
| Hard copy (paper) via USPS      | 12.9%            | 38             |
| <b>Electronically via email</b> | <b>52.4%</b>     | <b>154</b>     |
| Both                            | 30.3%            | 89             |
| N/A                             | 8.5%             | 25             |
| Other (please specify)*         | 14.3%            | 42             |

Of the 335 individuals responding, 294 answered this question; 41 skipped this question.

\*(Other methods of distribution include: posted on website with email notification of post; hard copies distributed at church; blog; YouTube.)

**What are your PREFERRED ways to communicate with congregants?**

|                                 | Response Percent | Response Count |
|---------------------------------|------------------|----------------|
| Hard copy via USPS              | 15.0%            | 44             |
| <b>Electronically via email</b> | <b>88.1%</b>     | <b>259</b>     |
| Telephone/conference call       | 27.9%            | 82             |
| Website                         | 55.8%            | 164            |
| Facebook                        | 37.8%            | 111            |
| Video                           | 4.4%             | 13             |
| Events                          | 17.7%            | 52             |
| Weekly Sunday bulletins         | 60.2%            | 177            |
| Bulletin boards                 | 27.9%            | 82             |
| Newsletter                      | 36.7%            | 108            |
| Other (please specify)*         | 21.4%            | 63             |

Of the 335 individuals responding, 294 answered this question; 41 skipped this question.

\*(Other methods of communication with congregants include: verbal announcements during Sunday worship service or during fellowship after service; PowerPoint slides before, during and/or after service; blogs; Facebook; Twitter; Meetup.com; flyers; personal notes; personal visits to groups; "Save the date" postcards listing all events every two months; video updates (YouTube); Skype; town hall meetings; prayer support programs such as Chaplain and Befriender; monitor in foyer with PowerPoint slides of events and announcements and flyers with more info, to take on the post below the monitor.)

- Some methods ministries use to distribute newsletter to congregants include:
- posted on website with email notification of post
  - hard copies distributed at church
  - blog
  - YouTube

**What feedback loops does your ministry use to receive feedback from your congregants? (Select all that apply.)**

|                                 | Response Percent | Response Count |
|---------------------------------|------------------|----------------|
| Hard copy via USPS              | 17.5%            | 51             |
| <b>Electronically via email</b> | <b>77.0%</b>     | <b>224</b>     |
| Telephone / conference call     | 48.5%            | 141            |
| Website                         | 29.9%            | 87             |
| In-house surveys                | 43.0%            | 125            |
| Town hall meetings              | 59.5%            | 173            |
| Other (please specify)*         | 23.0%            | 67             |

Of the 335 individuals responding, 291 answered this question; 44 skipped this question.

\*(Other methods used for feedback include: periodic informal meetings called Minister’s Fireside Chat, organized around specific topics; ministry teams; individual telephone calls; quarterly meetings following the morning service; weekly “Connection Cards” that are inserted into the bulletin and are collected at the end of the service; face to face; in-house surveys; suggestion box; idea/feedback box; handwritten notes; Facebook Church Group Page; community gatherings; congregational meetings; fellowship; monthly “Helping Unity Grow” HUG meetings; blogs; Appreciative Inquiry; asking for feedback through announcements; Constant Contact survey; communication card in bulletin; planning day at beginning of year for board, minister(s) and congregation; team reports; ambassadors, prayer chaplain and minister private lines and voice mails.)

How do you receive feedback from your congregants?

- Emails
- Town Hall Meetings
- Phone calls
- Surveys
- Website

**Which of the following electronic methods or devices does your ministry use? (Select all that apply.)**

|                               | Response Percent | Response Count |
|-------------------------------|------------------|----------------|
| PowerPoint presentations      | 61.8%            | 181            |
| Live-streaming                | 11.9%            | 35             |
| <b>CDs of Sunday services</b> | <b>68.9%</b>     | <b>202</b>     |
| DVDs of Sunday services       | 12.3%            | 36             |
| MP3                           | 19.8%            | 58             |
| Podcasting                    | 18.4%            | 54             |
| None of the above             | 11.6%            | 34             |
| Other (please specify)*       | 14.7%            | 43             |

Of the 335 individuals responding, 293 answered this question; 42 skipped this question.

\*(Other methods used include: YouTube; TV ministry on our city’s cable access channel; “We are an all-Mac church, so we use Keynote instead of PowerPoint;” Sunday Plus for computer/projector presentations; teleconferencing and video conferencing; Unity.fm; Easy Worship YouTube videos shown during service; VHS tapes and DVDs of Unity Village and AUCI presentations for new member classes.)

**What type of presence does your spiritual community have on the internet?  
(Select all that apply.)**

|                         | Response Percent | Response Count |
|-------------------------|------------------|----------------|
| <b>Website</b>          | <b>94.5%</b>     | <b>273</b>     |
| Facebook page           | 65.4%            | 189            |
| Twitter account         | 11.1%            | 32             |
| You Tube account        | 9.3%             | 27             |
| Blog                    | 13.1%            | 38             |
| Other (please specify)* | 10.7%            | 31             |

Of the 335 individuals responding, 289 answered this question; 46 skipped this question.

(Other methods used include: weekly inspirational message via email (Constant Contact or other email list servers); a social media page that links all of these together; Meetup.com; Four Square; The Upper Colfax Business District Website advertises for us for free.)

Spiritual Community  
online presence:

- Website
- Facebook page
- Blog
- Twitter

**What non-Unity Worldwide Ministries newsletters and publications do you subscribe to that provide you with the most helpful information on running your ministry?**

Responses to this question are varied and include a number of political and/or local, national and international newspapers or websites. These have not been listed. The others have been divided into seven broad categories. Their content has not been evaluated, but many of them are quite interesting. Some of those included on the list are Unity. They have been included due to their popularity. All sources are listed in alphabetical order, with the most popular ones in bold. Explore them at your leisure.

**Inspirational Messages or People**

Many respondents receive daily or weekly inspirational messages. Many also follow spiritual leaders via facebook, twitter, individual blogs, or simply by visiting their websites. These include:

Abraham–Hicks: Esther and Jerry Hicks

AMORC–the Ancient Mystical order Rosae Crucis AKA the Rosicrucians

Andrew Harvey

Barbara Marx Hubbard

**Bishop John Shelby Spong**

Bruce Sanguin

**Daily Focus: (Spirit Expressing: Rev. Ed Townley)**

Daily Om

Dennis Merritt Jones

Ian Lawton

**Inspirations of Daily Living: Rev. Johnny Colemon**

Ken Wilber  
Mary Manin Morrissey  
Mood Raiser.com  
Neale Donald Walsch  
Notes from the Universe: Mike Dooley  
**Positive Christianity: Rev. Christopher Ian Chenoweth**  
**Rick Warren**  
Speaking Circles: Lee Glickstein  
Spiritual Directors International  
Temple Hayes  
TGIM (Thank God It's Monday) available at Vision Builders  
Institute: Rev. Margaret Shepherd  
Tom Atlee  
The Gentle Way newsletter  
**Wendy Craig-Purcell**

## **Religious, Mystical or Metaphysical Magazines or Websites**

A.R.E. Newsletter (Association for Research and Enlightenment-Edgar Cayce Foundation)  
**AGNT (Association for Global New Thought), which includes**  
**A Season for Nonviolence**  
**The Alban Institute**  
Anthroposophy.org (Anthroposophical Society of America)  
Association of Professional Chaplains  
Beliefnet.com  
**Christianity Today**  
**Church Volunteer Central.com**  
**CNVC.org (Center for Nonviolent Communication-Compassion Weekly)**  
**Congregations Magazine (from the Alban Institute)**  
Creative Thought (International Centers for Spiritual Living)  
Daily Good.org  
Daily Lift (Pod casts from Christian Science.com)  
Elighthen Next  
Evolutionary Christianity (Michael Dowd)  
**The Fourth R (The Westar Institute)**  
Friends of Ministry.com  
Foundation for Contemporary Theology

Favorite religious, mystic or metaphysical magazines or websites:

- AGNT
- The Alban Institute
- The Fourth R
- INTA Magazine

Guideposts  
Holacracy One  
Hundred Fold Ministries International  
**INTA Magazine (International New Thought Alliance)**  
Integral Life.com  
The Kabbalah Center  
The Lombard Mennonite Peace Center  
National Campus Ministries Association  
Nipun Metha  
**Ode Magazine**  
Progressive Christianity  
Pulpit Resource from Logos Productions  
Rev. Magazine  
Science and Health  
**Science of Mind Magazine**  
**Sojourners**  
Storytelling Magazine (The National Storytelling Network)  
**The Shift Network**  
Truth Unity.net  
Veritas Press and Veritas Publishing (David R. Hawkins)  
Worship Leader (a resource for pastors, musicians, sound and visual technicians)

Favorite church  
administration  
resources and/or  
websites

- Alban Institute
- Church Law and Tax
- Edutopia
- Nacba.net
- Outreach
- PEW Forum Weekly

## **Church Administration Resources and/or Websites**

**Alban Institute**

**Church Law and Tax**

Church Development

Church Marketing University

**Church Mutual.com**

Church Safety.com

Edutopia (Education for Children)

Free Church Accounting.com

Nacba.net (National Association of Church Business Administration)

**Outreach**

**PEW Forum Weekly**

Power Church

**UUA.org (Unitarian Universalist Association of Congregations)**

## Leadership

BARNA Group.org

BePeace

Board Source.org

Leadership Freak (leadershipfreak blog @ wordpress.com)

Leadership Weekly

Moonlady news

Volunteer Central

Various unspecified web sites for fundraising and youth education

## Bible and Scripture Resources or Metaphysical Literature

Bible Gateway

Internet Sacred Text Archives (free archive of books about religion, mythology, folklore and the esoteric)

Journey with Jesus

New Thought Library.com (provides free access to metaphysical books online)

## Other Resources

Many respondents belong to **local Interfaith groups**.

They read and/or write articles for the **Religions section of their local newspapers**.

They listen to **NPR** (National Public Radio) and use the NPR website as a resource – specifically Speaking Faith and The Writers Almanac by Garrison Keilor.

They also use internet websites such as **Jokes.com** for adding humor to their Sunday lessons.

Q Process – an internet resource for IT people

Other non-religious magazines listed included *O Magazine*, *Reader's Digest*, *Yes! Magazine* and *Psychology Today*.

## The Unity Worldwide Ministries Communications Ministry Task Team consists of the following members:

Rev. Shirley Bowman, Chair

Rev. Jamie Sanders, liaison UWM Board of Trustees

Rev. Kristen Preud'homme

Rev. Kelly Isola

Rev. Carla McClellan

Angela Denton

Sally Falk

Rev. Ross Campbell

Paula Coppel

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Are you aware that the web has moved to 3.0 now? It's called "recommender" technology. Amazon tells you: If you like this book, you will probably like this other book. What should we do at Unity Worldwide Ministries with "recommender" technology, if anything? Contact Kris@unity.org with your suggestions.