

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.

The Communications Task Team at Unity Worldwide Ministries wants to take this opportunity to thank the 335 individuals who took the time to respond to this survey, making it a great success.

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
50-150	41.3%	135
0-50	26.0%	85
Not applicable	8.3%	2

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

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

	Response Percent	Response Count
Yes	92.5%	273
No	7.5%	22

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

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

	Response Percent	Response Count
Daily	49.3%	144
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
Electronically via email	52.4%	154
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
Electronically via email	88.1%	259
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 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
Electronically via email	77.0%	224
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
CDs of Sunday services	68.9%	202
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
Website	94.5%	273
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.