

Spread the LOVE



Strengthen the Church Offering

About Strengthen the Church

Your gift to Strengthen the Church builds the UCC's future now by funding The Stillspeaking Ministry, new and renewing churches, youth and young adult ministries, and lay and pastoral leadership formation – especially among women and people of color.

About Stillspeaking

The God is Stillspeaking Ministry spreads the message of God's extravagant welcome, reaching out especially to those who have felt there is no room for them within Christianity and the church – the excluded and alienated, the spiritually homeless, the questioning. In the last three years, Stillspeaking reached an estimated 25 million people through national, regional and local advertising including registering over 3,000 Stillspeaking Voices committed to the growth of the message and membership of the United Church of Christ.

Your offerings are directed to your church's Conference, Local Church Ministries, and The Stillspeaking Ministry for these church development, leader development and Stillspeaking purposes.

Your generosity today ensures our vibrancy tomorrow.

God is Still Speaking,

You Are **Welcome** Here...



Jesse Kitt

Ad images show a church that is family friendly and open to all.

Would your church like to welcome a new visitor every Sunday? How about three, or six, or even nine first-time guests? That was the response to Land of the Sky United Church of Christ's "You Are Welcome Here" campaign funded by a Stillspeaking Media with a Mission Grant.

The Asheville, North Carolina new church start launched a full-page ad in the Mountain Xpress featuring a photo-series also running on their website. Using photographs of real families in their church offered an authentic reflection of God's creative diversity while highlighting their Open and Affirming status. The five-week ad buy resulted in a free feature and substantive quote in support of marriage equality in the wedding issue. Newcomers complimented the ads and visits to the webpage increased dramatically.

The "You Are Welcome Here" campaign also invested in hospitality: a letter of welcome, a UCC mug filled with a Land of the Sky UCC brochure and goodies, and after three visits an invitation to coffee with one of the co-pastors... leaving no doubt that "You Are Welcome Here!"

Since 2006, Media with a Mission has awarded \$160,000 empowering 165 churches in 38 states to reach 16 million people!

Produced for use in congregations of the United Church of Christ by Local Church Ministries and The Stillspeaking Ministry, United Church of Christ, 2011

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**UNITED CHURCH
OF CHRIST**

