

# Welcome Ministries Annual Report 2020-21

Submitted by Hannah Hotchkiss, Welcome Ministries Coordinator

The mission of Welcome Ministries is to welcome all who “enter” UUAA, provide easy access to information about Unitarian Universalism and this congregation, and integrate visitors and new members into our community.

## Vital Signs 2020

**(January 1, 2020–December 31, 2020)**

- Total membership reported for UUA Certification in February 2020: 620 Previous year: 632
- New members in 2020: 11 Previous year: 34
- Visitor cards in 2020: 115 Previous year: 187
- Introduction to Our Faith Attendees: Not Available Previous year: 40

Despite adapting programs to online Zoom format and extra efforts made to connect with visitors, participation among “seekers” was down overall during this year of physical distancing due to Covid.

## Accomplishments in 2020

- With the assistance of the office volunteer, launched the new database and congregant log-in on Realm. Features now available for use are Realm personal profile login, giving, groups and group communications. Offered training sessions to congregants and lay leaders on Realm use.
- Adapted offerings for newcomers to online format. This includes creating an online Visitor Survey and adapting Introduction to Our Faith and Newcomer Chalice Circles to Zoom format.
- Formalized a process for Virtual Membership Signings and the rights and responsibilities of virtual members.
- Collaborated with the Womyn’s Council to run a second offering of “Welcoming Transgender Folks into Our Congregations” —a six-session series focusing on examining the existing culture of the congregation and how to expand inclusion using Transforming Hearts curriculum.
- With the help of the participants in the Transforming Hearts workshops, laid the groundwork for the 20/50 Vision Priority Area “Radical Welcome.”

## Goals for 2021

- Collaborate with the various communications teams to develop a uniform message and logo for marketing purposes.
- Heighten UUAA visibility in the community through marketing, enhanced community engagement, and collaboration with existing non-profit organizations in the area.
- Create an alternative offering to newcomers wanting to learn about Unitarian Universalism.
- Work with the Radical Welcome Team to provide education opportunities that explain and promote Radical Welcome.
- Explore and utilize features of Realm not currently up and running, such as Pathways and Serving Teams.