

UNITARIAN CONGREGATIONS OF GREATER TORONTO

Possible strategies for future consideration

<u>Strategy</u>	<u>Description</u>	<u>Notes</u>
1. Mail-Drop	Conduct a mail-drop of an attractive informational/promotional card within targeted areas.	Cards designed centrally. Printing & distribution paid by each congregation.
2. Media Lobbying	Get professional assistance on getting us picked up by the media.	
3. "Influencers" Program	Make contact with people who might influence or promote the exploration of U*Uism.	e.g. Religious Studies profs., School Curricula, Encyclopaedias, Dictionaries, Libraries.
4. Friends & Allies	Identify existing groups and organizations with shared values and objectives.	The United Nations Association and Amnesty International are examples. We might start with polling our members to find out what organizations they belong to. We would need to develop an information package, including a presentation kit.
5. Selective Advertising	Consider selective advertising to support the launch of our new "brand"	
6. Trade Shows / Community Fairs	Have a booth at relevant trade shows and community fairs.	Need to make sure that there is sufficient support from volunteers to staff shows.
7. Publicity "Stunts"	Stage events that will draw media attention.	There is little optimism that we can muster people to organize or even participate in these events.
8. Large Budget Advertising	Advertise on billboards, newspapers, magazines, radio, etc. (e.g. the UUA's "Uncommon Denomination" campaign).	This is felt to be beyond our financial means.

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9. Demystifying Meditation	Create a "franchise" adult program that can be conducted at congregations, supported by high quality audio-visual materials.	This idea came from a program being developed by Neighbourhood congregation. There was some interest in pursuing this further, but financial considerations limit this at this time.
10. Multi-faith Book	Put a multi-faith book in every hotel room in Canada.	This is an "enterprise" endeavour – requiring significant business planning and management. The financial commitment and logistics of this endeavour put it beyond our current capabilities.
11. Spiritually-inspiring Publications	Create a series of high quality, spiritually-inspiring published materials (cards, calendars, etc) and sell through retail channels.	This is an "enterprise" endeavour – requiring significant business planning and management. The financial commitment and logistics of this endeavour put it beyond our current capabilities.
12. Wellness Centres	Create spiritual and emotional Wellness Centres ("Oases") in downtown office districts.	This is an "enterprise" endeavour – requiring significant business planning and management. The financial commitment and logistics of this endeavour put it beyond our current capabilities.
13. Conflict Resolution	Create U*U Conflict Experts and SWAT Teams! Become the perceived experts at Conflict Resolution at the "micro" (family, local community) to the "macro" (national, international) levels.	This is an "enterprise" endeavour – requiring significant business planning and management. The financial commitment and logistics of this endeavour put it beyond our current capabilities.

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14. Solutions for Humanity	Formally articulate a vision for a responsible, plural and united world that reflects our U*U principles and values, and play a full and active part in managing the initiatives to realize that vision.	We need a distinct U*U voice here, as well as participating in groups with specific agendas (see point above about working with affiliate groups). This is a significant undertaking, but may be doable if we can get the right people involved.
15. Philosophers Cafés	Organize public gatherings at the congregations centered on philosophical and social issues.	This needs committed organizers, and would likely be arranged on a congregation-by-congregation basis.
16. Canadian CLF	Create a Canadian equivalent to the Church of the Larger Fellowship.	This idea has been on the agenda for some time, and will require significant dedicated resources to get it off the ground.
17. Foster Grandparenting	Create a program where experienced and mature parents can act as surrogate "grandparent" for children in the community.	This needs committed organizers, and would likely be arranged on a congregation-by-congregation basis.
18. Labyrinths	Work with the City to create a labyrinth in a local park.	This needs committed organizers, and would likely be arranged on a congregation-by-congregation basis.