

Regional Marketing gUuerillas

“Marketing gUuerilla”: a term used to describe someone who uses low cost, sometimes unorthodox ways of making it possible for people who need a particular product or service to know about and be able to locate and make use of that product or service.

Add “Regional” to that definition, and think “be transformed by” instead of “make use of”, and you have 12 or more Bay Area UUs who believe we are stronger together so meet regularly to publicize and promote Unitarian Universalism in the Pacific Central District. Focused mostly on the Bay Area, the gUuerillas are responsible for setting up two regional websites that cover 32 of our 38 congregations, two radio ad campaigns written by and “starring” our own local members, auto sunshades promoting the UU “message”, placement of over \$10,000 of ads in over 30 “niche” media during the Bay Area Marketing Campaign, an online survey of 99 visitors who came to our congregations during that campaign, and an online ad campaign for the Bay Area and “Valley Sierra” congregations this spring funded by a grant from the Hinckley Fund, from our UU Society of San Francisco. We hope to expand this online campaign and survey to all PCD District congregations this fall.

The RMg meets face to face 4-6 times per year, with conference calls between face to face meetings. Most of our projects can be adapted for use outside of the Bay Area, so we encourage anyone with an interest in marketing our faith to join us. We focus on activities that are most effectively done with multiple congregations. Needed skills includes writers, publicists, web design and creation, marketing, project management, or anyone with a passion and desire to work with other congregations to be part of a larger effort than what we can be individually. Over 50 people have joined “Growthworks”, our email distribution list. To join Growthworks or get more information about the RMg, contact District Executive Cilla Raughley, or Linda Laskowski at llaskowski12@comcast.net.