

# **Better Together:**

## **Collaboration between UWH & UWM**

Revs. Jim Blake & Shad Groverland

How Can We Work  
Together To Grow  
the Unity  
Movement?





## Growing Unity

As UWH and UWM work together to grow the Unity movement, each organization is discerning its roles and responsibilities given the audiences each has.

While creating “One Unity” has been discussed for years, we are now focused on how each organization is uniquely situated to meet the needs of its audiences with strategies to grow them.

Some have said UWM and UWH have different messages, but both teach Unity principles. Each organization “meets people where they are” at different levels of spiritual depth and engagement. (More to come on this.)

# Identifying Our Functions



Rev. Shad Groverland  
President/CEO

## Unity Worldwide Ministries

- Formerly Association of Unity Churches, Inc.
- Serves “the field” (Unity leadership, ministry boards and staff)
- **Responsible for:**
  - Unity credentialing (certification, licensing, ordination)
  - Unity Worldwide Spiritual Institute (UWSI)
  - Employment support for ministers and ministries
  - Supporting creation of new ministries
  - Supplying ministry resources
  - Hosting online webinars and training
  - Hosting Unity People’s Convention, Annual Summit, and UWM Tech Conference



Rev. Jim Blake  
CEO

## Unity World Headquarters

- Founded by the Fillmores
- Formerly Unity School of Christianity
- Serves Unity audiences and the broader population including many other faith traditions (from new seekers to those with a strong spiritual foundation)
- **Responsible for:**
  - Prayer through UPM/Silent Unity
  - Publishing (*Daily Word*®, *Unity Magazine*®, blessing booklets, digital content)
  - Creating new spiritually-focused books and products
  - Offering onsite and online retreats and events
  - Free resources for churches/prisons/hospitals through Outreach programs and Message of Hope®
  - Stewards/owners of sacred Unity Village property including Unity Village Hotel, Airbnbs, Unity Villa Apartments

UWH calls its  
growth strategy  
“friend raising.”

FY 2021-2022

Total UWH Active  
Constituents:  
759,533

Constituent Growth  
Last FY:  
+18,663



UWM grows by  
developing, equipping,  
and supporting its  
member leaders and  
ministries.

FY 2021-2022

Total Ministries Worldwide  
777

Total Licensed & Ordained  
Leaders Worldwide  
1,717



# Unity Movement: Understanding Our Audiences



**We used to assume...**

**UWM = ministries**

**UWH = all others**



**Then we did some research.**



UWH and UWM  
audiences are not the  
same, but they overlap  
in some areas.





# Intersection of audiences

Audiences can be categorized by the level of awareness and engagement they have with Unity.



This area is the primary place there is audience overlap between UWH and UWM.

Our decision-making  
is guided by the  
combination of  
spirit-led inspiration  
and data analysis.

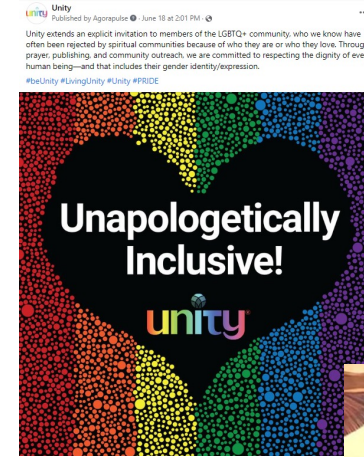




# UWH Market Research

In order to better understand current and future constituents, UWH regularly analyzes its own internal data and conducts market research.

UWH has conducted several research studies with a firm called Proof Positioning to better understand the UWH audiences, their wants/needs, how they want to receive information, and what language/topics/resources most resonate with them.



An example of using language that originated from UWH market research in product development and marketing.



UWH then uses this data to guide product development, content creation, and language in marketing efforts.



# UWM Market Research

Initially the 2009 Brand Solutions demographic research study was UWM's primary source for a marketing direction.

Seeking more current data, UWM's marketing team has done an updated survey of the UWM staff and leadership. Coupled with this, Rev. Shad & Erinna have been traveling to capture “real world” data from ministries and leaders directly.

Rev. Shad and wife Erinna on the road visiting ministers.



UWM is utilizing this new data to compare against previous data and execute a new strategic marketing direction for UWM and ministries, as presented in the Power of Focused Ministry workshop.

# Constituent Engagement with Unity



# Progressive Steps of Deeper Engagement

Through research, both organizations have learned that to better serve current and future constituents, it's vital to understand the spiritual journeys those audiences take.

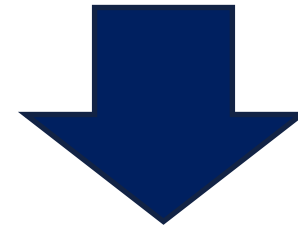
As people grow spiritually, the resources they desire from Unity change.

The more ways constituents engage with Unity overall, the more deeply their lives are touched, the more they become devoted to Unity, and the more likely they are to become donors over time.

# Progressive Steps of Deeper Engagement

UWH created an organizing structure or “funnel” that reflects the journey seekers take as they move through their spiritual development and engage more fully with Unity.

We have grouped the resources offered into three progressive steps of deeper spiritual learning and engagement, including on the new Unity.org website.



**Discover. Grow. Experience.**



# The Engagement Funnel





# The Engagement Funnel

- This funnel—based on **Discover**, **Grow**, **Experience**—represents a broad range of Unity constituents and the types of content/resources that appeal to them at different levels of their spiritual growth.
- This knowledge helps both organizations be more strategic in marketing and communications decisions.
- As followers engage more deeply with Unity and as their spiritual journey expands, we can call their attention to different types of messaging, products, and offerings we deliver. They can be drawn through the funnel from top to bottom.

## Discover.

### THE POSITIVITY CROWD

- People who utilize positive thinking, mindfulness, intention setting, or are into the mind/body connection
- People who are supplementing their primary spiritual path with other spiritual resources
- Potential constituents who may or may not be spiritually focused

## Grow.

### SEEKERS LOOKING FOR SPIRITUAL TOOLS

- Spiritually focused people who use spiritual tools regularly (such as prayer/meditation)
- Have some familiarity with Unity and our products and resources
- May follow Unity on social media
- May have heard of Unity Village or Unity ministries
- Are becoming interested in Unity books and teachings

## Experience.

### BRAND AWARE “SUPER FANS”

- People very familiar with Unity and our spiritual teachings
- Seeking deep spiritual support
- Familiar with metaphysics
- Involved with New Thought organizations and/or Unity ministries
- Interested in pursuing further spiritual education



# The Engagement Funnel

- People at the top of the funnel may not be ready for the more complex ideas taught by Charles and Myrtle Fillmore without an understanding of the basics.

- But those in the bottom two levels of the funnel are more prepared to take in those deeper teachings.

## Discover.

### THE POSITIVITY CROWD

- People who utilize positive thinking, mindfulness, intention setting, or are into the mind/body connection
- People who are supplementing their primary spiritual path with other spiritual resources
- Potential constituents who may or may not be spiritually focused

### TYPE OF ENGAGEMENT WITH UNITY

- Website visitors engaging with free content
- People who click into our digital ads
- First time booklet readers or prayer callers
- Those who subscribe to *Daily Word*, but don't participate with Unity otherwise
- General Unity Village visitors
  - Hotel & Airbnb guests
  - Café and bookstore patrons
  - Golf enthusiasts

### EXAMPLE PRODUCTS

- Intention dice
- Affirmation card decks
- *Daily Word*
- UPM/Silent Unity
- Puzzles
- T-shirts & Unity Village SWAG
- Healing Flags
- *Still on Fire*
- Blessing booklets

## Grow.

### SEEKERS LOOKING FOR SPIRITUAL TOOLS

- Spiritually focused people who use spiritual tools regularly (such as prayer/meditation)
- Have some familiarity with Unity and our products and resources
- May follow Unity on social media
- May have heard of Unity Village or Unity ministries
- Are becoming interested in Unity books and teachings

### TYPE OF ENGAGEMENT WITH UNITY

- Magazine subscribers
- Website visitors looking to go deeper
- More frequent Silent Unity callers
- Those who have purchased something from Unity
- People who may have visited a Unity ministry
- People who have donated a few times/Circle of Friends members
- Those ready to connect with like-minded Unity people
- Those who attend a Unity ministry at the holidays

### EXAMPLE PRODUCTS

- *Unity Magazine*
- Unity books
- Self-guided Retreat Kit
- Unity Village online events
- Unity branded products
- Unity social media
- Local or online Unity ministry services, events, or classes

## Experience.

### BRAND AWARE "SUPER FANS"

- People very familiar with Unity and our spiritual teachings
- Seeking deep spiritual support
- Familiar with metaphysics
- Involved with New Thought organizations and/or Unity ministries
- Interested in pursuing further spiritual education

### TYPE OF ENGAGEMENT WITH UNITY

- Regular prayer callers
- Frequent Unity Village retreatants
- Major donors
- Own a lot of Unity books and products
- Long time magazine subscribers
- Regular Unity ministry attendees/members
- People seeking Unity credentialing
- Ministers, LUTs, licensed and credentialed Unity leaders

### EXAMPLE PRODUCTS

- *Unity and World Religions*
- *The Essential Charles Fillmore*
- Unity classic books
- In-person retreats at UV
- SEE/LUT programs
- Ministerial training (UWSI/UUMS)
- Ordination



# The Engagement Funnel – Discover

## Discover.

### THE POSITIVITY CROWD

- People who utilize positive thinking, mindfulness, intention setting, or are into the mind/body connection
- People who are supplementing their primary spiritual path with other spiritual resources
- Potential constituents who may or may not be spiritually focused

### TYPE OF ENGAGEMENT WITH UNITY

- Website visitors engaging with free content
- People who click into our digital ads
- First time booklet readers or prayer callers
- Those who subscribe to *Daily Word*, but don't participate with Unity otherwise
- General Unity Village visitors
  - Hotel & Airbnb guests
  - Café and bookstore patrons
  - Golf enthusiasts

### EXAMPLE PRODUCTS

- Intention dice
- Affirmation card decks
- *Daily Word*
- UPM/Silent Unity
- Puzzles
- T-shirts & Unity Village SWAG
- Healing Flags
- *Still on Fire*
- Blessing booklets

- “Positivity Crowd”
- May or may not be spiritually focused
- New to Unity
- Curious and looking for quick, free support



## The Engagement Funnel – Grow

### Grow.

#### SEEKERS LOOKING FOR SPIRITUAL TOOLS

- Spiritually focused people who use spiritual tools regularly (such as prayer/meditation)
- Have some familiarity with Unity and our products and resources
- May follow Unity on social media
- May have heard of Unity Village or Unity ministries
- Are becoming interested in Unity books and teachings

#### TYPE OF ENGAGEMENT WITH UNITY

- Magazine subscribers
- Website visitors looking to go deeper
- More frequent Silent Unity callers
- Those who have purchased something from Unity
- People who may have visited a Unity ministry
- People who have donated a few times/Circle of Friends members
- Those ready to connect with like-minded Unity people
- Those who attend a Unity ministry at the holidays

#### EXAMPLE PRODUCTS

- *Unity Magazine*
- Unity books
- Self-guided Retreat Kit
- Unity Village online events
- Unity branded products
- Unity social media
- Local or online Unity ministry services, events, or classes

- Familiar with Unity brand
- Spiritually focused
- Follow Unity on social media
- Have purchased something from Unity (product, book, online event, magazine)
- May be ready to gather and connect with like-minded Unity people



# The Engagement Funnel – Experience

## Experience.

### BRAND AWARE “SUPER FANS”

- People very familiar with Unity and our spiritual teachings
- Seeking deep spiritual support
- Familiar with metaphysics
- Involved with New Thought organizations and/or Unity ministries
- Interested in pursuing further spiritual education

### TYPE OF ENGAGEMENT WITH UNITY

- Regular prayer callers
- Frequent Unity Village retreatants
- Major donors
- Own a lot of Unity books and products
- Long time magazine subscribers
- Regular Unity ministry attendees/members
- People seeking Unity credentialing
- Ministers, LUTs, licensed and credentialed Unity leaders

### EXAMPLE PRODUCTS

- *Unity and World Religions*
- *The Essential Charles Fillmore*
- Unity classic books
- In-person retreats at UV
- SEE/LUT programs
- Ministerial training (UWSI/UUMS)
- Ordination

- Unity “Super Fans”
- Involved in New Thought
- Attend a Unity ministry regularly
- Want to go deeper into their spiritual practice
- May want to pursue a ministerial career
- Licensed Unity teachers and ministers



## UWH Focus

- UWH has offerings at all levels of the funnel but is primarily focused on the top two layers.
- The goal is to meet people where they are on their spiritual journey and help them grow with Unity.

### Discover.

#### THE POSITIVITY CROWD

- People who utilize positive thinking, mindfulness, intention setting, or are into the mind/body connection
- People who are supplementing their primary spiritual path with other spiritual resources
- Potential constituents who may or may not be spiritually focused

### Grow.

#### SEEKERS LOOKING FOR SPIRITUAL TOOLS

- Spiritually focused people who use spiritual tools regularly (such as prayer/meditation)
- Have some familiarity with Unity and our products and resources
- May follow Unity on social media
- May have heard of Unity Village or Unity ministries
- Are becoming interested in Unity books and teachings

### Experience.

#### BRAND AWARE "SUPER FANS"

- People very familiar with Unity and our spiritual teachings
- Seeking deep spiritual support
- Familiar with metaphysics
- Involved with New Thought organizations and/or Unity ministries
- Interested in pursuing further spiritual education

UWH Is  
Primarily  
Focused  
on the  
Top Two  
Layers



## UWM Focus

- UWM is principally concentrated on the bottom two layers of the funnel.
- At the Grow stage, UWM can begin to promote ministers, ministries, and opportunities for community connection through local and online ministries.
- The goal is to reach seekers who may be interested in joining a Unity community and deepening their spiritual practice through SEE classes or other ministry resources.
- At the Experience stage, people may be ready to “answer the call” of Unity service by taking a leadership role in ministry or becoming a certified, licensed, or ordained Unity leader.

### Discover.

#### THE POSITIVITY CROWD

- People who utilize positive thinking, mindfulness, intention setting, or are into the mind/body connection
- People who are supplementing their primary spiritual path with other spiritual resources
- Potential constituents who may or may not be spiritually focused

### Grow.

#### SEEKERS LOOKING FOR SPIRITUAL TOOLS

- Spiritually focused people who use spiritual tools regularly (such as prayer/meditation)
- Have some familiarity with Unity and our products and resources
- May follow Unity on social media
- May have heard of Unity Village or Unity ministries
- Are becoming interested in Unity books and teachings

### Experience.

#### BRAND AWARE “SUPER FANS”

- People very familiar with Unity and our spiritual teachings
- Seeking deep spiritual support
- Familiar with metaphysics
- Involved with New Thought organizations and/or Unity ministries
- Interested in pursuing further spiritual education

UWM Is  
Primarily  
Focused  
on the  
Bottom  
Two  
Layers



# “Grassroots Marketing”: Building the Customer Journey





# Mapping the Customer Journey

The goal is to build a robust “customer journey” from all entry points into Unity, drawing newcomers more deeply into the teachings with effective messaging, products, and services that meet their growing needs.

In FY 2023-24, UWH will implement a Constituent Relationship Management (CRM) software system to help deliver customized, automated communications to audiences based on their spiritual journey with Unity.





## UWM – Partners in Ministry

Beginning Fall 2022, UWM stepped into a new and more active role of promoting ministries to the public with online ads and videos. Hiring a Director of Communications in January 2023 directly supports this new role.

In 2023, UWM will continue training ministry leaders in The Power of Focused Ministry, the Unity Pillars, and other thriving ministry essentials, including a “deeper dive” at the annual Convention in June.

UWM will also continue to improve and support its standards, consulting, education, and all other UWM programs and materials (local and international).



Partners can trust that UWM knows “the value of all service lies in the spirit in which you serve and not in the importance or magnitude of the service.”

—Charles Fillmore



# UWH Marketing Focus

## Marketing Touchpoints



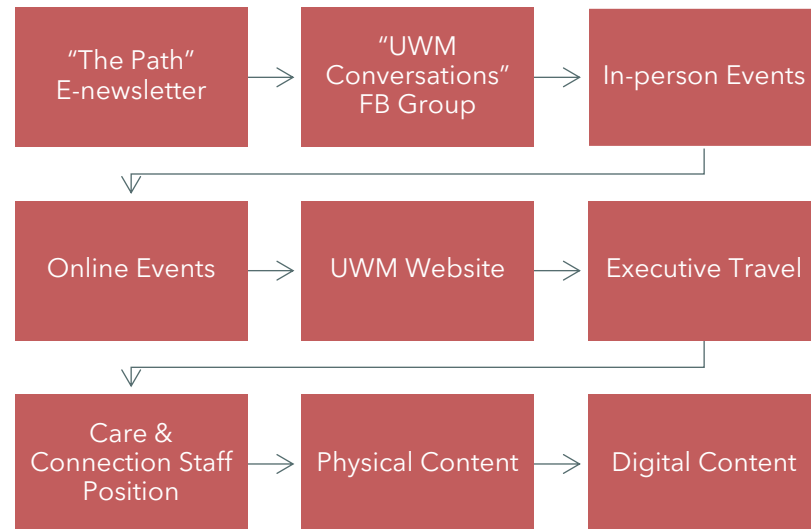
\*Future touchpoint

- UWH has an omni-channel approach to marketing across all levels of the funnel to help meet people where they are spiritually.
- These touchpoints allow people to go on a journey and grow with the spiritual resources.
- Some resources are free, others are paid, but all touchpoints are interconnected and cross-promoted.

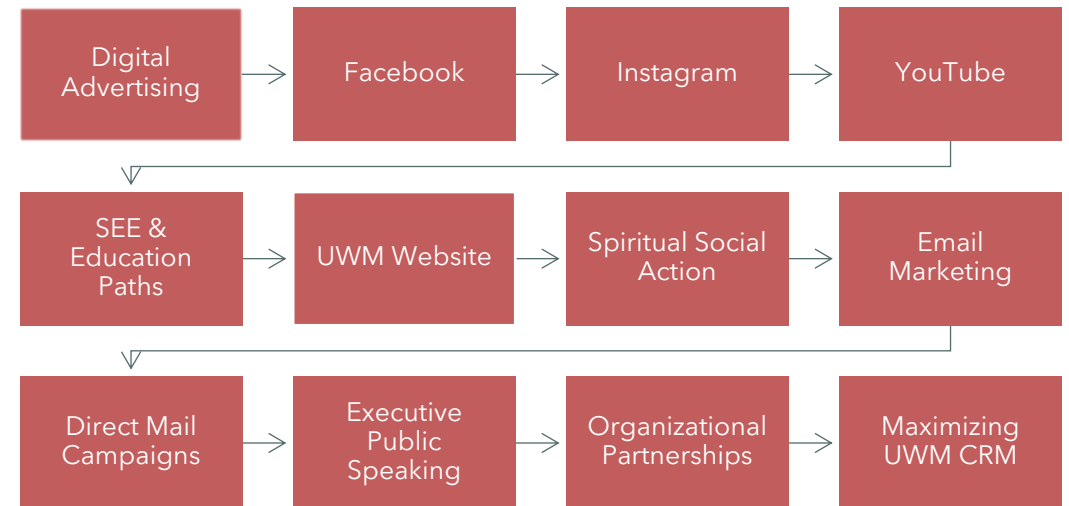


# UWM Marketing Focus

## Internal Partner Connections



## External Partner Connections



UWM has a two-pronged approach for maximizing communication effectiveness within the organization and outside the organization.

# Better Together: Next Steps





## Next Steps

Form a Better Together board-level, joint task force.

(COMPLETE)

Will meet a couple of times a year to explore strategies for growing the movement.

Present the Better Together model and strategy as a replacement for the “One Unity” concept at the UWM Annual Summit.

(COMPLETE)

Because the names of each organization are too similar and frequently create confusion, each organization will review its name.

Over the course of the next year, teams from each organization will work to identify specific paths through the engagement funnel to define a comprehensive customer journey through the offerings of UWH and UWM, including local and online ministries, spiritual education, and ministerial paths.

UWM & UWH  
JOINT  
CAPITAL  
PROJECT



### The Arches Capital Campaign Donation



Help us renovate The Arches—former home to Unity co-founders, Charles and Myrtle Fillmore.

One-Time ▾

[DONATE \\$100.00](#) [DONATE \\$500.00](#) [DONATE \\$1,000.00](#)

Other Amount

[DONATE](#)

As Unity cofounders Charles and Myrtle Fillmore began to spend more and more time at the farm that is now Unity Village, their son Rickert designed and built a modest, stone home for them called The Arches. It was one of Myrtle Fillmore's favorite places to relax, write, and meditate. And it famously had no kitchen because Myrtle didn't like to cook!

Various rooms, including a kitchen, have been added through the years, and the house has been occupied by Unity employees until recently. Now Unity World Headquarters (UWH) and Unity Worldwide Ministries (UWM) have launched a joint fundraising initiative to bring new life to this historic home.

Renovations are planned to make the home a sanctuary of relaxation and renewal for ministers and spiritual leaders, active or retired, for short-term stays on a love offering basis. Our hope is that guests of the home will find the same rejuvenation there that Myrtle Fillmore did so many years ago.

Your contribution to The Arches will help us renovate this beautiful home for generations of Unity leaders to enjoy.



Thank you! Questions?

