

Has Anyone Ever  
Asked You What it  
Feels Like to be  
**You?**



**COMMUNICATIONS**

United Methodist Communications

THE UNITED METHODIST CHURCH

 **THE QUIRK'S** EVENT



**ADVOCATE**  
MARKET RESEARCH BUREAU

Quirk: *noun*

Plural noun: **Quirks**

1. A peculiar behavioral habit

Speaks on behalf of her dog in a British accent.

Must, absolutely must, complete everything on weekly, daily or hourly lists. **MUST!**

Always asks, 'wild or farm raised?'

Likes to use commas, far too many commas.

Doesn't save money, rather 'squirrels it away.'

Refuses to allow anyone to watch *Sunday Morning* without her.



**Kalinda Fisher**

Founder, Managing Partner





**Teresa Faust**

Senior Manager,  
Research and Metrics



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Quirk: *noun*

Plural noun: **Quirks**

1. A peculiar behavioral habit

Considers bread a butter transportation device.

Has a passion for dancing and is an ABBA fan.

Has conversations in PowerPoint.

LOVES to have a plan.  
MUST have a plan.  
Everything can be planned.

Has legacy among family of mashing chocolate cake and vanilla ice cream together.

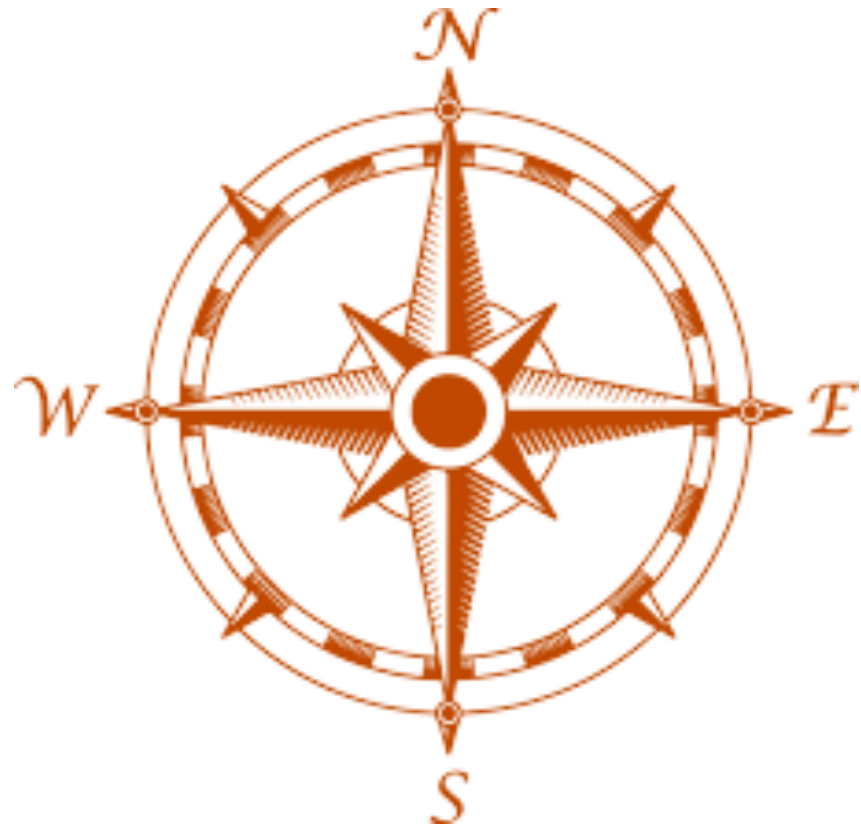
Tells really bad jokes

# United Methodist Communications

Who We  
Are

Our  
Audiences

Role of  
Research



# Research is a **Navigation** Tool



# Relationships













# 3 Key Takeaways

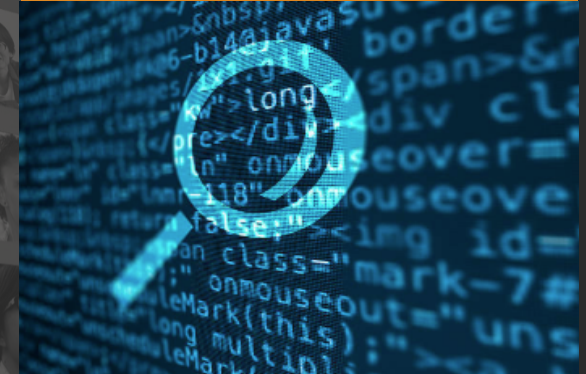
## Relationships



## Challenges



## Data





**Building & Engaging**  
**Challenges**  
**Outcomes**  
**The Future**



# Building & Engaging



# Panel Building Roadmap





# Panel Building Roadmap





# Panel Building Roadmap



# Challenges



# External/Panel Challenges

Building Trust



Apathy/Attrition



Appreciation



# Internal/Organizational Challenges

Resources



Client Management



Accountability



# Outcomes



# Outcomes

Discounts & Promotions

Logo Development for Local Churches

Grants  
-Website Development  
-Promotional Items  
-Technology

Exclusive Webinar

Content Creation

Culturally Relevant Collateral



facebook®

90%

56%

40%



**DO ALL  
THE GOOD  
YOU CAN!**

*We're praying  
for you.*

# Back to School Collateral

**BACK TO SCHOOL** *blessings!*

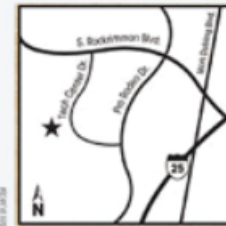
(INSERT DATE OF SERVICES)  
(INSERT TIMES OF SERVICES)  
(INSERT TIMES OF SERVICES)

(INSERT CHURCH NAME)  
(INSERT CHURCH STREET ADDRESS)  
(INSERT CHURCH CITY/STATE/ZIP/PHONE)

FOR MORE INFORMATION:  
[www.yourchurchurhere.com](http://www.yourchurchurhere.com)

(000) 000-0000  
EMAIL@YOURCHURCHURHERE.COM

**Your Church Name**  
5550 Tech Center Dr • Colorado Springs, CO



**YOUR CHURCH  
LOGO HERE**

Your Phone  
YourChurchWebsite.com

As school doors open, so do possibilities for kindness and learning. May each day be peaceful, joyful and blessed. Join us on our journey to make the world a better place.



Church Name - 7 pt Maximum  
Address 1 - Opt Maximum  
Address 2 - Opt Maximum

ADDRESS INFORMATION  
(INCLUDING LOGO)  
MUST NOT GO OUTSIDE THIS BOX









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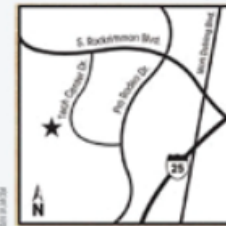
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# National Prison Summit on Mass Incarceration



# The Future



# We are building **RELATIONSHIPS**

“It was a great experience to connect with people from other areas of the country and recognize that there is no one size fits all “Black Church”.

“Thank you to UMCom for hearing, listening, and moving forward. I sense they understand what is needed. The world is changing and UMCom appears to understand that. Hearing, shaping and changing and rearranging.”

“Today’s focus group is a good example of the conversations we need. Help local pastors consistently and intentionally go to the website. Send a little reminder every now and then would be helpful.”



Kalinda (Moderator)



Daryl W



Robert F



Johnsie C



Deborah M

# 3 Key Takeaways

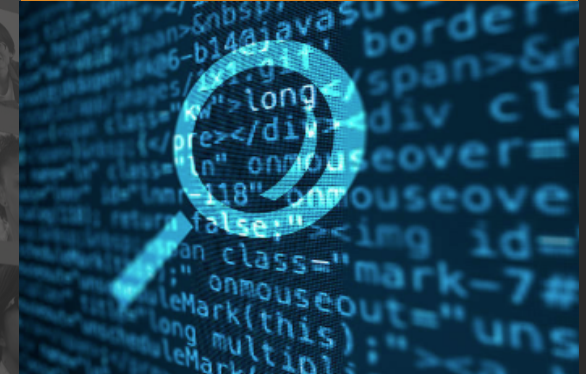
Relationships



Challenges



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# Questions?



# THANK YOU



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