

MY VISION FOR CLF

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Reflecting that CLF is a hybrid organization, functioning both as a congregation and as an outreach arm of Unitarian Universalism/ liberal religion, this vision is in two sections.

1. CLF, the congregation: Vibrant, accessible, multi-faceted

- Sustain current high quality of written materials in Quest and on the web, and in members' activities such as list-serves and classes.
- Move to video format, without eliminating print or audio. Create video-based religious materials for families, small group ministry leadership, meditation, worship, social action and fundraising.
- Develop a 'partner church' program where brick and mortar congregations partner with CLF to deliver particular ministries. For instance, one church might minister to parents of autistic children, another to burnt out activists. Ask congregations to reach out from their places of strength, to share with the world. Foster competition. Work strategically, beginning with current strengths (e.g., prison ministry, military ministry, families).

2. CLF, evangelical witness to UU values Visible, engaging, provocative, public

Quickly and immediately:

- Increase the vitality and visibility of CLF on the web. Link CLF to other websites where viewers might be interested in overall or particular ministries. Buy Google ads for key words. Promote, promote, promote.
- Use social media to reach out. Begin regular email outreach to members, including devotional materials (content for which is provided by many people beyond CLF staff). CLF currently has less than 500 fans on facebook. Standing on the Side of Love and UUA both have around 11,000. Why? Relentless promotion and some staff time devoted to content. Video is central.
- Reach out and learn where CLF's mission overlaps and intersects with other online ministries, and how mutual gain might be achieved through partnering with other faiths and other spiritually based organizations.

Longer term:

- Build partnerships with like-minded groups. For instance, work with PFLAG to create a ministry for parents of transgender children. Work with Teach for America to create a ministry for liberal religious teachers. Strategically plan which of these groups is of highest priority and begin there.
- Develop a robust public presence for CLF through public witness, particularly around issues of religious identity and practice. Cultivate followers through social media such as Twitter; create and seize opportunities for Senior Minister to blog, write op eds, and be a public presence. Develop CLF talking points for a grassroots media campaign, so that fundamentalist claims of God's will are met with consistent and engaging language extending an invitation to a different kind of religious practice.
- Engage UUs who are already in bricks-and-mortar congregations in CLF's growth. Create a narrative which systematically builds commitment to CLF's witness for liberal religious values. Vividly and compellingly lift up places where this is most sorely needed, using the voices of people in those places. Statistics consistently show hundreds of thousands of "UUs" who are unaffiliated with our congregations. Engage such people to affiliate with CLF. Partner with Standing on the Side of Love to encourage local action. Partner with the International Resources Office of the UUA to think globally. Partner with UU social justice groups to engage activism.