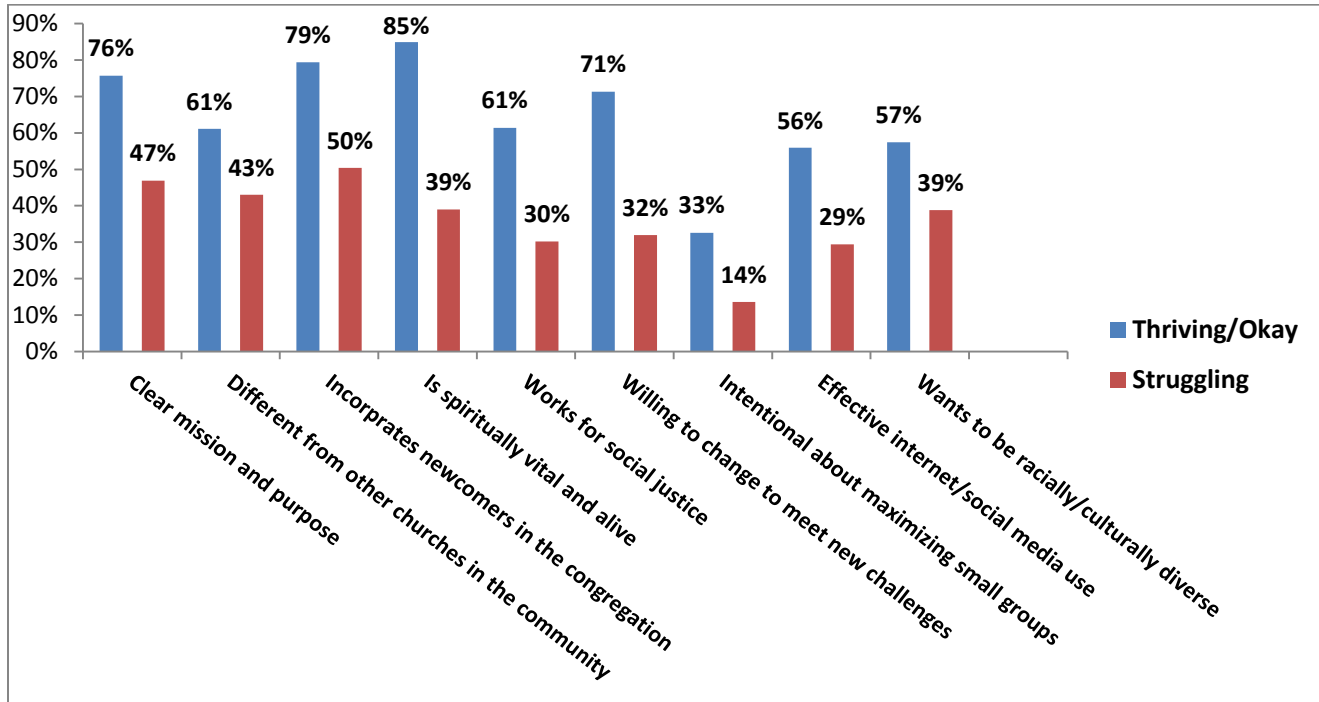


FACTs ON MISSION, IDENTITY AND OUTREACH

Findings from the United Church of Christ 2015 Faith Communities Today (FACT) Survey of Congregations

Figure 1: Mission and Identity in UCC Congregations



- When comparing congregations that say they are “thriving or doing okay” with “struggling” congregations, greater percentages of thriving congregations are spiritually vital, inclusive of newcomers, have a clear mission and purpose, and are willing to change in order to meet new challenges. (Figure 1)
- Interestingly, similar percentages of “thriving or doing okay” churches (57.7%) and “struggling” churches (47.9%) agree/strongly agree that the celebration of denominational heritage is part of their mission and identity.
- 71.9% of all congregations indicated that denominational identity and affiliation are “relatively” or “very important” to the majority of attending congregants.
- Nearly seven out of ten UCC congregations indicated that they “specialize in” or put “a lot of emphasis” towards community service activities and helping those in need, a 26% increase since 2010 (from 55% in 2010 to 69.3% in 2015).
- In the last two years, more than half (57.3%) of UCC congregations have begun to engage in new social advocacy issues and/or serve new community needs such as free food events for the community/food pantries and homeless/immigrant/refugee assistance.
- UCC churches are utilizing social media/technology as a form of outreach. 80% of all congregations indicate that they use Facebook. Fewer churches are using other social media platforms, with 18.3% utilizing a blog, 18% “tweeting” on Twitter, and 12.5% utilizing other sites (Yelp, Tumblr, Pinterest, etc.).