



Would your church like to welcome a new visitor every Sunday? How about three, or six, or even nine first-time guests? That was the response to Land of the Sky United Church of Christ's "You Are Welcome Here" campaign funded by a Stillspeaking Media with a Mission Grant.

The Asheville, North Carolina new church start launched a full-page ad in the Mountain Xpress featuring a photo-series also running on their website. Using photographs of real families in their church offered an authentic reflection of God's creative diversity while highlighting their Open and Affirming status. The five-week ad buy resulted in a free feature and substantive quote in support of marriage equality in the wedding issue. Newcomers complimented the ads and visits to the webpage increased dramatically.

The "You Are Welcome Here" campaign also invested in hospitality: a letter of welcome, a UCC mug filled with a Land of the Sky UCC brochure and goodies, and after three visits an invitation to coffee with one of the co-pastors... leaving no doubt that "You Are Welcome Here!"

Since 2006, Media with a Mission has awarded \$160,000 empowering 165 churches in 38 states to reach 16 million people!