



Tapestry: A Unitarian Universalist Congregation

Title: Event Publicity Procedures	
Initial Board Approval Date: 11/12/20	Date First Issued: 11/12/20
Date Board Approved Recent Revision:	Date(s) Revised:
Original Approval Signature: Christine Krueger Title: President, Board of Trustees	

Tapestry's Vision Statement: To be a transformational home for liberal spirituality and a dynamic community leader in South Orange County and beyond.

Tapestry's Planning Committee Mission Statement: To build beloved community, to deepen relationships, open hearts and minds, and care for our neighbors.

Tapestry's Welcoming & Membership Mission Statement: To introduce the Tapestry congregation and our Unitarian Universalist faith to our local community, and welcome anyone seeking a liberal spiritual home. To support visitors, members, and their families as they engage in the activities we offer. To grow our congregation while maintaining an interconnected sense of close community.

All of these statements include these three goals:

- 1) to maintain our beloved Tapestry community;*
- 2) to make room for those who wish to join it; and*
- 3) to share UU principles in action beyond Tapestry's walls.*

Publicity Guidelines re Tapestry Activities, Events, Projects & Groups

Sharing UU principles in action beyond Tapestry's walls is an effective way of sharing our faith itself, allowing people to deepen their relationship with us, and through this process, discover that their beliefs may align with the seven principles of Unitarian Universalism. For this reason, leaders of Tapestry groups and organizers of Tapestry events, projects and activities are encouraged to:

- include members, friends of the congregations, and our Orange County neighbors, when planning activities, events and projects
- request technical assistance as needed in order to establish an independent Zoom link for virtual events
- designate a **virtual usher** to provide technical assistance as needed, and to ensure a peaceful and successful event; and

- publicize the event via Tapestry email, website, newsletter and/or order of service, with the understanding that this information will also be shared more broadly via other media including social media.

Group leaders are encouraged to either keep their events open to members and non-members alike or closed entirely. For any group which prefers to keep its activities unpublicized via social media and other media, for any reason, including but not limited to ***group size limitations, security concerns, and/or the desire to maintain emotional intimacy***, group leaders are encouraged to:

- share their meeting details to their group members via private email; and
- refrain from publicizing their meetings via the Tapestry email list, newsletter or any other form of Tapestry publicity.