

A Unified Identity for Unity

In the branding research completed late last year, we received a great deal of feedback on how people feel about church and Christianity. The survey results were conclusive, with over 2500 respondents from within Unity and over 600 people outside of it. The purpose was to identify the level of agreement with our beliefs, with Cultural Creatives, and our key messages with which people resonate so that we can help more people with our message. Here is a sampling of the key findings:

- There is great agreement among both Unity and external audiences (mostly Cultural Creatives) on our beliefs. These include a belief in prayer; the desire to live an empowered, abundant and meaningful life; the desire to be a positive role model; open-mindedness about spiritual development; the desire to make a positive difference in the world.
- External audiences agreed more with mainstream Christianity than did Unity people.
- There is a good deal of agreement on these statements:
 - Heaven is not a place, but a state of consciousness; we create our own heaven and hell here and now.
 - We all have an innate capacity to know God through direct experience.
 - The Christ is that part of God that is in every person. There is a spark of divinity within all people, not just Jesus.
- People are looking for a balance of emphasis on Jesus and on interfaith spirituality.
- Both Unity and external audiences had a huge amount of baggage when asked about their feelings on the words, "church" and "Christianity." They wrote over 1000 pages of verbatims on this topic!
- What would motivate our audiences to look for another church?
 - External audiences—they don't fit in, looking for like-minded people, they feel they have different beliefs, lack of fulfillment, seeking answers, seeking a spiritual home, disillusionment and wanting a stronger connection with God
 - Unity audiences—looking for like-minded people, seeking answers, seeking a spiritual home, want a stronger connection with God

There is so much more rich information gathered, it can't be digested in one sitting. Take a look at the report at unity.org/branding for more. Chuck Pettis, our consultant, will present at our business meeting during convention next week, as well as being available for questions at the Association booth that afternoon. If you have questions not answered by these methods, please email dom@unity.org. A rollout of the new identity for field ministries is planned for this fall.