

# Visibility & Outreach

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There are countless ways to let seekers know that Quakers exist and that we welcome visitors. Some, including meeting signs and directory listings, work around the clock with little or no additional effort on your part once they have been set up. Others, such as checking messages or greeting and following up with newcomers, require regular attention. Below are some ideas that your meeting or worship group might want to try.

## **Personal Contact**

Personal contact is the single most effective means of outreach. Tell other people that you are a Quaker. Personally invite others to meeting for worship or other meeting activities.

## **Witness**

When your meeting engages in peace and prayer vigils, service, or social justice projects in your community, make sure your Quaker identity is clearly indicated.

## **Joint Activities**

Participate in activities with other houses of worship. Also look for opportunities to join activities organized by diverse groups of people in your area that are consistent with your meeting's practice of the Quaker way.

## **Handouts**

Create flyers about the Quaker way or Quaker testimonies to hand out at vigils or other community events, when appropriate.

## **News Media**

Use press releases or other announcements to newspapers, radio and TV stations to publicize meeting events. You also want to think about publicizing in media geared to diverse audiences – to college students, ethnic groups, and other voices/viewpoints that are not represented in traditional media. If there is a religion column in a local newspaper or an appropriate interview show on radio or TV, look for ways to make the Quaker way visible through them by volunteering to be interviewed or sending information to them.

## **Quaker Activities at the Meeting House**

Invite the community to activities at your meeting: simple meal fund raisers, videos, speakers, classes, forums, pancake breakfasts, pot luck suppers, parent seminars, tag or rummage sales, open houses, vigils, concerts, children's programs, and such.

## **Use of the Meeting House**

If you own your own meetinghouse, you can invite community groups to use it. Groups such as Al-Anon, AA, scouts, and others need meeting space. Then provide information about your meeting times and practice of waiting worship through brochures or handouts placed in the entryway or meeting rooms. Make certain your bulletin boards (portable or permanent) and other displays communicate the diversity and vitality of Quakerism visibly to the people who attend these groups.

## **Meeting Web Site**

Your meeting needs a website. Why? Because most people searching for a congregation in their area do so via the internet. A website is a graphic way to display what you'd like people to know about your meeting. Use pictures of meeting activities and people. Make sure your meeting for worship and religious education times, physical address and contact information are on the first page. Think about what information you'd like to find easily if you were a visitor. If your site contains time-sensitive information (such as a calendar or listing of events) make certain that it is kept up to date.

## **QuakerFinder.org**

List your meeting on QuakerFinder.org. QuakerFinder.org is a service of FGC that helps Friends and seekers find meetings in the United States and Canada. It is geared toward people who are not familiar with Quakerism and it describes the Quaker way in accessible language. You should also put QuakerFinder bumper stickers on your car and include the QuakerFinder.org web site in your meeting's listings, ads, banners, pamphlets and flyers. If your meeting is already listed, regularly check your listing on [www.QuakerFinder.org](http://www.QuakerFinder.org) to make sure the information (location, meeting time, etc) is up to date

## **Other**

In addition to the above, individuals and meetings have found myriad other ways to make Quakerism more visible, including

- wearing Quaker T-shirts or buttons
- organizing a table at a local fair
- marching in a parade with a big banner
- writing letters to the editor
- writing op-ed articles
- donating adult and children's books (particularly about the Quaker way) to the local library.

What might work for your meeting?

## Connect

Connect with FGC:

- FGC has resources to support new and existing groups
- FGC can help a group connect with other local Quaker groups
- FGC can help you get listed on QuakerFinder.org to help others find you

FGC staff and volunteers are happy to talk with you about this, or any other issue, your meeting or worship group is facing. Please contact us by emailing us at [friends@fgcquaker.org](mailto:friends@fgcquaker.org) or phoning 215-561-1700.

This document was downloaded from the website of Friends General Conference. Explore the many resources and opportunities we offer for Quakers, Quaker meetings, and all interested individuals. Go to [www.fgcquaker.org](http://www.fgcquaker.org).

