

## Unity of Fairfax Communications and Marketing Team Report on Vision, Mission, Values 7/31/17

Statements of vision, mission and values were developed by team members (Karen, Midd, Donna, Jenice, Millicent, Lewis, Deidre, Lorraine and Rebecca) in July 2017 in response to a request for mission and vision statements from Ron Karstetter for the Unity of Fairfax Volunteer Manual (August, 2017) team description. Judy Rodgers, principal of Breakthrough Achievements, LLC and fellow congregant, led participants through a values survey, an visioning exercise on July 24 and solicited feedback from all team members to the draft mission statement developed with Deidre from the team web page content.

### Vision Statement

*The Unity of Fairfax Communications and Marketing Team engages both our members and Unity Movement target audiences through Spirit-centered messages, innovation, respect, collaboration and best communications practices, particularly those for faith communities.*

*Draft 1 created by participants & Judy Rodgers via email and visioning exercise meeting 7/24/17. Final version approved July 30 by Karen, Donna, Midd, Lorraine, Jenice, Deidre, Rebecca*

### Mission Statement

Building on the sacred service of dedicated and expert volunteer members, the Communications and Marketing Team strives to use and encourage best practices in communications and marketing.

The Team advises, promotes and helps develop a range of communications, resources and procedures for the web site, social media and other digital technology as well as video, photography and print media.

In supporting an active external communications program, the Team promotes awareness and engagement between Unity of Fairfax, our local communities and the Unity Worldwide Movement.

## Unity of Fairfax Communications Team Values

**Accountability:** We are strengthened and guided to results by Spirit, our goals, expertise, actions and accomplishments that serve Unity of Fairfax.

**Communication:** We uphold best communications practices, both interpersonal and organizational, such as transparency and community dialogue meetings.

**Consensus:** We seek consensus on our recommendations and decisions, and act cohesively to support the decision process and result.

**Innovation:** We continuously use progressive, creative tools to develop and reflect new trends and practices.

**Joy:** We create and share positive team conversations and experiences that promote joy and collaboration as we serve Unity of Fairfax.

*Approved 7/20/17 by values survey participants, Donna, Rebecca, Jenice, Midd, Deidre, Lorraine, Millicent*

## Unity of Fairfax Core Values

**Spirit Centered** - We turn to Spirit for guidance and active communication.

**Love in Action** - We actively express unconditional love in all we think, say and do.

**Inclusive** - We are welcoming, cooperative, connected, accepting and compassionate to all.

**Peace** - As bearers of Spirit's divine inspiration, we are the peace we hope to see in the world.

**Integrity** - Our thoughts, words and deeds are trustworthy, authentic, respectful and responsible.