

# Unity in the Gold Country

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2020 Survey Preliminary Results

5/6/2020



## **Unity in the Gold Country Spiritual Center 2020 Survey Preliminary Results**

A comprehensive survey was distributed to the congregation of Unity in the Gold Country (UGC) throughout the weeks of January, 2020. The survey consisted of three sections: 1) Questions about the respondents themselves, such as gender, age, attendance practices, etc; 2) Questions about the respondents' experiences at UGC that asked about satisfaction with regard to aspects of the Sunday services, classes, etc; 3) Open ended questions seeking feedback and ideas from the respondents.

By the beginning of February, we collected 77 surveys. The answers to the questions posed in the survey were entered into a database which allows us to analyze the survey results in simple and complex ways. This report summarizes the findings first as a simple analysis of each question and then with some more complex questions that specify answers associated with different groups. For example, do men and women differ in their experience at UGC? Is there a difference between formal members and non-members in any important ways? There are countless complex questions that can be asked, so this report should be considered preliminary as we plan to mine the data throughout the ensuing months. Further, this report mostly speaks to the actual findings, drawing only limited conclusions about the data.

In the following three sections, we report the findings from each survey question. Section 4 addresses some preliminary complex questions. We have placed all comments responding to open ended questions in Appendix A. Readers may find many of the survey results in graph format in Appendix B. Finally, the survey itself may be found in Appendix C.

### **Section I: About You**

Questions 1-3 asked for demographic data with regard to gender, age, and length of time at UGC. Out of 77 surveys, 64% of the respondents were female, 35% of the respondents were male and 1% identified as gender fluid. The question about age asked respondents to select the appropriate age category. None of the respondents selected the age category 30-39. Only 4% selected the age category 40-49. Sixteen percent were in the age category 50-59. The two categories reflecting the oldest ages (60-69 and 70+) constituted 81% of the respondents with 29% people selecting age 60-69 and 52% selecting the 70+ category. Question 3 asked respondents to tell us how long they have been attending services, classes, or groups at UGC. Individuals attending UGC for the shortest amount of times (4 years or less) constituted 48% of the respondents. The remaining categories were represented somewhat evenly: 21% have attended UGC for 5-9 years, 13% between 10-14 years, and 18% for 15 years or more.

Questions 4 and 5 asked about Sunday service attendance and practice. Fifty-one percent of respondents attend Sunday services with a partner or family while 48% attend alone. Only 4% of the respondents indicated they do not usually attend the Sunday service. As for frequency of

attendance, 49% attend Sunday service almost every week, 31% attend 2-3 times per month, 10% 1-2 times per month, and 9% only on occasion.

Question 6 asked respondents to identify the general activities at UGC in which they regularly participate. Respondents could mark multiple activities and the table below summarizes those results.

<b>General Activity</b>	<b>% Participating</b>
Sunday Service	88%
Special Events/workshops	52%
Weekly Classes	48%
Weekly Groups	40%
Fall Book Program	35%

Next, Question 7 asked respondents to identify those specific classes, groups and other activities they participate in. Again, multiple answers were possible. The table below shows the percentage of respondents that indicated they participated in each of the specific classes listed in Survey Question 7a:

<b>UGC Class</b>	<b>% Participating</b>
A Course of Love	30%
Way of Mastery	12%
Choose Only Love	6%
A Course in Miracles	4%
The Law of One	4%
Teaching of Adyashanti	3%

Question 7b asked about participation in some of the ongoing groups that meet regularly at UGC. The table below shows the percentage of respondents that participate in these groups:

<b>UGC Group</b>	<b>% Participating</b>
Spiritual Exploration	30%
Meditation Group/Jeddah Mali	18%
Matt Kahn	17%
Women of Unity	12%
Yoga with Nick	5%

Question 7c asked about participation in other regular events at UGC. The table below shows the percentage of respondents that participate in these events:

<b>Ongoing Miscellaneous Events</b>	<b>% Participating</b>
Unity Café/Potlucks	40%
Energy Healing Community Clinics	19%
Drumming Circle	16%
Blood Pressure/Glucose Sundays	9%

Question 8 asked about participation in the many 2019 special events held at UGC. Once again, respondents could check as many as applied. The table below shows the percentage of the 77 respondents who indicated attending the special event:

<b>2019 Special Event</b>	<b>% Participation</b>
James Twyman Concert	29%
Energy Healing Workshop Series	22%
Adyashanti Evening	17%
Matt Kahn Presentation	16%
Sound Healing Concert	12%
Dream Workshop Series	10%
Brazilian Healers	8%
Chakra Workshop Series	6%
Evidence of the Afterlife Series	6%
Resonant Love Field	4%
Eco-Musicology	6%
Tap Within Workshop	4%
Jeannie Zandi	6%
Healing Power of Awareness	4%

*Note:* Most of the above events were well-attended but many of those attending were from the community at large and thus were not part of the sample of 77 who submitted the survey.

Question 9 asked respondents if they had ever invited a friend to join them at Sunday service, a class or a special event. Out of 77 respondents, 83% indicated they had invited a friend to a service, class or special event. Of these three types of invitations, more people invited friends to Sunday service (73%) than classes (31%) or special events (26%).

Question 10 asked respondents about their volunteer activities at UGC. The table below shows the percentage of respondents that indicated they volunteered in the various activities indicated:

<b>Volunteer Activity</b>	<b>% Participation</b>
Support Special Events	18%
Hospitality House	16%
Workshop/Class leader	13%
Energy Healing Clinics	12%
Sunday School	10%
Usher	10%
Chaplain	9%
Sound/Tech Booth	9%
Special Events Committee	8%
Altar Committee	6%
BOT Member	6%
Habitat for Humanity Lunches	6%
Platform Assistant	6%
Sunday Service Committee	6%
Kitchen Work	5%
UGC Office	5%
Education Committee	4%
Landscaping	4%
Video Sunday Service	3%
Facility Maintenance	1%

Questions 11a and 11b asked about the barriers to volunteering and about what might help the respondent in getting started in a volunteer position. Respondents who identified a volunteer activity skipped this question. Of those who answered the question, 13 indicated their personal schedules were too full while 10 indicated that they were interested in volunteering but it is just too easy to keep putting it off. Seven respondents said they were not interested in volunteering and only one person indicated he/she did not know how to get started. As for what would help a respondent get started in ongoing volunteer activities (such as ushers, sound booth, etc), about the six respondents indicated a personal invitation to begin would help them and five respondents indicated regularly available trainings would be helpful.

Question 12 asked about formal membership. Of the 77 respondents, 54% were formal members, 44% were not, and 2% skipped the question.

Question 13 asked respondents to tell us why they were or were not formal members. Many respondents left this question blank (37); of those that answered, the comments can be divided between those who are formal members and those who are not. Respondents who are formal

members of the UGC community expressed feeling loved and accepted at UGC and a frequent phrase used was “spiritual home” or “spiritual community”. Respondents frequently expressed loving the UGC spiritual community and wanting to be part of it. Many of the respondents who are not formal member expressed the desire to join and expressed plans to join soon. Others indicated they are not interesting in joining anything while one commented that he/she could not “support all the doctrine.” The comments elicited by this question can be found in Appendix A.

Question 14 asked respondents to indicate the appropriate category describing annual gross income. The table below shows the percentage of respondents in each category:

<b>Annual Gross Income</b>	<b>% of Respondents</b>
<\$25,000	25%
\$25,000-\$49,999	25%
\$50,000-\$74,999	13%
\$75,000-\$99,999	17%
\$100,000+	12%
Skipped Q	9%

Question 15 asked respondents to identify the level of giving to UGC and other organizations as a percentage of income. The table below shows the percentage of respondents in each category:

<b>Giving as a % of income</b>	<b>% of Respondents</b>
10+%	17%
5-9%	23%
1-4%	42%
Do not donate	5%
Skipped Q	13%

Question 16 asked respondents to indicate the ways in which they support UGC financially. This question allowed for multiple responses. The table below shows the percentage of respondents that checked each of the categories listed:

<b>Avenues of Financial Support</b>	<b>% of Respondents</b>
Weekly Giving on Sunday	74%
Contribute at Groups/Classes/Clinics	65%
Purchases at Book Store	65%
Change for Change	56%
Amazon Smile	32%
Capital or Occasional General Campaign	32%
Fundraisers	31%
Hospitality House Funds	25%
Monthly Automatic Deposits	18%
E-Scrip	13%

## **Section II: Your Experiences at UGC**

This section of the survey asked questions intended to assess congregants' perceptions and satisfaction with regard to various components of the Sunday service and other UGC activities.

Question 1 asked respondents to select the option that best described their feeling upon entering the UGC lobby on Sunday mornings. By far, most people feel "warmly welcomed" as 92% of the respondents selected that option. Five percent reported feeling "neutral" and 3% skipped the question.

Question 2 asked respondents to rate their experiences during the Sunday services. The table below summarizes the results gathered from this question:

<b>Rating Options</b>	<b>% of Respondents</b>
Highly satisfied	58%
Mostly satisfied	34%
Mostly unsatisfied	1%
Skipped Q	6%

Question 3 asked about the music on Sunday mornings. Almost 75% of respondents rated the music as either *consistently* good and uplifting or *often* good and uplifting. The table below summarizes the distribution across all response options:

<b>Response Options</b>	<b>% of Respondents</b>
Consistently good & uplifting	43%
Often good & uplifting	31%
Inconsistent	17%
Rarely engaging	6%
Skipped Q	3%

In Question 4 we asked respondents to think about the coherence of the Sunday service as a whole. Seventy percent of the respondents indicated that “It is consistently apparent that the music, meditation, and message relate to each other.” The coherence of the service was rated “inconsistent” by 13% of the respondents and an additional 13% indicated that coherence was unimportant to them. A small number (4%) skipped the question.

Question 5 addressed the “greet your neighbor” portion of the service. By far, most respondents like this portion of the service (64%); however a healthy percentage (26%) like it but feel it goes on too long. The table below summarizes the distribution of responses to this question:

<b>Response Options</b>	<b>% of Respondents</b>
I love it. Don't change it.	64%
I like it but it goes on too long	26%
It's overwhelming &/or uncomfortable	6%
I don't like it.	3%

Questions 6 and 7 addressed the heart meditation portion of the service. A large majority (78%) indicated liking the heart meditation and encouraged keeping it as a regular part of the service; 68% report finding the heart meditation consistently satisfying. The tables below summarize the distribution of responses to these two questions:

<b>Heart Meditation Response Options</b>	<b>% of Respondents</b>
I like it & encourage keeping it	78%
I like it, but don't think it should be every week.	4%
I am neutral about it.	13%
I don't like this part because meditation is hard for me.	1%
Skipped Q	4%



<b>Heart Meditation Ratings</b>	<b>% of Respondents</b>
Consistently satisfying	68%
Sometimes too long	13%
Sometimes too short	8%
Often unsatisfying--too long	3%
Skipped Q	9%

Question 8 asked respondents about their feeling of connection to UGC. The majority of respondents feel “closely connected” (49%) or “somewhat connected” (39%). The remaining respondents indicated they were relatively new and looked forward to making connections (6%) or skipped the question (4%).

We asked respondents to rate their overall experience at UGC in Question 9. The overwhelming majority rated their experience either “excellent” (53%) or “very good” (43%). The remaining 4% skipped the question; none of the respondents selected “neutral,” “not very good,” or “disappointing/unsatisfactory.”

Question 10 asked respondents to rate their commitment to UGC. The majority of respondents (82%) chose “enthusiastic” as the best descriptor of their commitment. The table below summarizes the survey respondents’ answers to Question 10:

<b>Response Options</b>	<b>% of Respondents</b>
Enthusiastic	82%
Lukewarm	12%
Under development	3%
Skipped Q	3%
Not Committed	1%

Question 11, an open-ended question, gave respondents an opportunity to share about their experiences on Sundays or during classes or groups. Twenty respondents answered this question while the remaining 57 left it blank. We coded the comments obtained from this question as positive, neutral, and critical. Positive comments constituted 60% of the responses while 10% were neutral and 30% critical. The specific comments can be found in Appendix A.

Question 12 asked survey respondents about the current schedule of daytime and nighttime classes/groups. Most respondents (55%) selected the option indicating the current schedule “meets my needs”; about an even number indicated they would like more classes during the day (12%) as indicated they would like more classes during the evening (13%). Twenty-one percent skipped this question.

Question 13 asked about participation in the Unity Potluck. A slight majority (56%) indicated that they regularly participated in the potluck while 38% said they did not. Six percent skipped the question. The second part of Question 13 asked respondents to select a reason for not participating if they indicated they did not join in on the potlucks. Twenty-five respondents addressed the second part of Question 13, namely, why they did not participate in our monthly potlucks. The most frequent response was that the person was “too busy” to stay after for the potluck (40% of comments/answers). Forgetting to bring something or feeling awkward constituted 25% of the responses. All of the comments can be found in Appendix A.

### **Section III: Your Feedback and Ideas**

This section of the survey asked mostly open-ended questions designed to elicit the respondents’ feedback and ideas. The first two questions, however, were simple Yes/No questions.

Question 1 asked respondents about their interest in attending an offsite retreat. A slight majority (51%) indicated interest in attending a retreat while 38% indicated they were not. (12% skipped the question.)

Question 2 asked about willingness to participate in a volunteer opportunity selling caramel corn at the Nevada County Fair in partnership with the Lions Club. The answers were almost equally distributed, with 44% indicating interest in volunteering, 47% were not interested while 9% skipped the question.

Question 3 asked for ideas about ways to vary the Sunday service that would enhance the experience. Some common themes emerged from the 35 comments collected. Several commented about the music (9% of the 35 comments); in addition to suggesting a greater variety of music, comments were almost evenly divided between wanting more upbeat, up tempo music and those wanting quieter, more contemplative music. Another common theme had to do with meditation—there were suggestions for longer meditations during the service and/or meditation time prior to the beginning of the service. Finally, a third theme related to diversifying the experience by drawing upon other traditions and/or including chanting, crystal bowls, and having a variety of guest speakers. All of the comments that we received for this question can be found in Appendix A.

Question 4 asked for a response to the idea of having a shortened message portion of the service to allow time for community participation/sharing. This question elicited a 77% response rate as we collected 59 comments with this question from the 77 surveys. Further, the comments often indicated a strong response to the suggestion—both for and against the idea. We coded each comment as being either supportive of the idea, against the idea, or agreeable to the idea only on occasion. Some comments were neither positive nor negative so they were coded as neutral. Forty-six percent of the comments were negative, 30% were positive, 12% were positive but only if we did this occasionally, and 12% of the comments were neutral. The actual comments for Question 4, Section III, can be found in Appendix A.

Question 5 asked for ideas for generating new revenue/income streams that would draw from outside the UGC community. We received 29 comments in response to this question. Of those 29 comments, about 41% were ideas for more special events, 21% suggested we do a better job of publicizing our existing events, and 10% suggested we increase our efforts to rent the space. Twenty-eight percent of the comments were categorized as “Miscellaneous” and many of those related to ideas for fundraising within the UGC community rather than outside the community (e.g. utilizing Amazon Prime or initiating campaigns for specific purposes). The actual comments collected can be found in Appendix A.

The final survey question asked for input in a general way. We asked, “Is there anything else you would like to tell us?” This question elicited 24 comments that covered a variety of topics. While these comments are informative and worth collecting, it is difficult to summarize them in a meaningful way; we encourage the reader to look at the comments in Appendix A.

#### **Section 4: Additional Analysis**

In this section we look at two variables at a time—for instance, gender and age, or gender and membership status. In this way, we can investigate whether different response patterns exist between groups. The number of possible questions to ask is overwhelming, but we have begun this analysis by looking at two distinct groups within the UGC community—gender groups and membership status.

##### **Gender Groups**

While not exhaustive, we did look for gender differences across various survey questions. By and large, males and females answered the survey questions in similar patterns for the questions we addressed. We found that males and females are formal members of UGC in roughly the same proportion (53% of female respondents are members while 56% of male respondents are members). The respondents’ age distribution was also very similar across gender (e.g. 53% of females and 52% of males identified as 70+ years of age). Males and females are roughly the same in attendance practices with about 80% of each gender group attending either every week or 2-3 times per month. Males are slightly more satisfied with the Sunday services than females (with 63% vs 55% choosing the “Highly Satisfied” rating option) although we did not calculate the statistical probability of this difference. One clear difference between females and males stood out with regards to income level. While 26% of the male respondents report earning \$100,000+ in annual gross income, only 4% of the females chose that income category.

##### **Membership Status**

Some interesting differences between respondents identifying as formal members and those who are not were observed. For example, while 60% of UGC members attend Sunday services almost every week, only 33% of non-members do so. Members and non-members rate Sunday services differently. Seventy-four percent of members rated the Sunday services as “highly satisfactory” while only 39% of non-members did so. Members and non-members also differ in income level. While 36% of members report income levels of \$75,000 or more, only 18% of non-members did so.

There are many future questions to investigate. For example, it may be informative to look at volunteers versus those that do not volunteer, or volunteers as a function of age. A look at giving patterns between members and non-members or across income levels may also prove insightful. Finally, future surveys that ask the same questions may provide information about how the UGC community changes across time.

Where do we go from here? These data provide rich potential for looking at the needs and experiences of those participating in the UGC community. The UGC Board of Trustees will examine and discuss the survey results during part of their annual retreat time, using these data to inform decisions.

The survey committee wishes to thank all of the respondents for taking the time to complete the survey.

## **Appendix A**

### **Individual Comments to Open-ended Questions**

**Section I, Question 13: Regarding formal membership—use the space below to describe why you formally joined or have not joined the UGC Community.**

**Formal member--Yes**

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Skipped question—16 respondents skipped this question  
 Because I like everything Unity stands for and does and Rev Jerry is so enlightening!  
 Because I love UGC!  
 Chose to be part of this community and help support it  
 Feel comfortable in this church  
 Feel committed to the church and want to be a part of ensuring that we thrive.  
 Feeling of love and acceptance  
 Finally found a church that I resonate with, my tribe!  
 For relationship & growth  
 Found my spiritual home  
 Have been a member of another Unity community for 20 years  
 I joined because I love Unity  
 I wanted to be part of a spiritual community  
 I wanted to make a formal commitment to this beautiful spiritual community  
 It felt like something I wanted to join.  
 It's where I feel most comfortable  
 Joined because I get filled up when I'm at UGC!  
 Like-minded community; spiritual connection  
 Love this church  
 Metaphysical hub of NC; the place to meet fellow mystics; my spiritual home--loving supportive community; provides friendships  
 This is my spiritual home  
 This is the place I was led to experience community and grow in spiritual development.  
 Unity is accepting and loves you as you are. It gives me spiritual nourishment.  
 Warm, loving spiritual family in Unity  
 We formally joined because we wished to be regular contributing members of the UGC community.  
 We were members in another area. We feel we are with a like-minded group.  
 Wife & spirituality

**Formal member--No**

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Skipped question—20 respondents skipped this question  
 Cannot support all doctrine  
 Free flowing  
 I don't feel the necessity of it.  
 I haven't attended long enough to make a decision. Also, I don't know what that procedure is or what the Unity faith is all about. Also, I don't care for the music.  
 I joined Unity in Atlanta years ago. Do I need to join again now that I'm in Grass Valley?  
 I want to join  
 I want to.

Not ready yet--but soon!

Pending transfer from another Unity; love this church; been involved with Unity most of my life

Saturday mornings don't work for us!

Sort of not joining any more; I have been a member for many years Christ Unity, Unity of Oroville

We are moving out of state

We haven't been here long enough

**9**

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Skipped question membership question

Came originally with my wife when Unity was at Estrly Hall. Felt right, and when we moved to the health Dept bldg, I formally joined.

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### Section III, Question 3: What are your ideas about ways to vary the Sunday service that would enhance your experience?

Skipped the question—45 respondents skipped this question

1. My wife has had hip surgery and it is difficult to stand from chairs without arms; it would be nice to have more chairs at the Sunday service. 2. It would be nice to have Christian communion sometimes. 3. It would be nice to have a praise team with several singers, drums, and instruments sometimes at Sunday service. 4. It would be good to have a message from the Bible, or spiritual text Chanting, diverse religious and cultural experiences, guest speakers, more stories and discussions of Jesus as a mystic

Different speakers other than the usual; a change of format on occasion

Guided meditation

Hold class after service

I like everything--but wish we could decide on a permanent set-up for chairs which would help greatly in collecting love offerings.

I like it the way it is, for the most part, sometimes I don't connect with the message but appreciate learning and connecting.

I like the service flow as it is but would enjoy a pre-service meditation time. I know the singers practice before church. Maybe we could offer a 20 minute meditation in the rear classroom where Tuesday group meets.

I love the Sunday service just as it is.

Include some different experiences like a crystal bowl to take us into meditation. Perhaps a slightly longer guided meditation. Including more younger adults in the service, perhaps playing music or sharing their spiritual journey. I personally like the idealism of the young. It's refreshing.

Limit community song more. Use music from different traditions.

Love the "guest speakers" for a variety of ideas.

Maybe have some more up tempo, spirited songs; seems like we have too many sleepy songs

More message

More spiritual music; less improvising music

More upbeat music; more personal stories

More uplifting music

More varied music--not same thing every Sunday--more like "Loving Kindness" etc; too many noisemakers; Sermon/talks should not always follow a week-long schedule or course of classes

Occasional experiential services, like Burning Bowl & White Stone--once every quarter? May be related to seasonal changes.

One Sunday a month have a guest speaker (could be a church member) give sermon

Personal stories like Marlene's; poetry readings related to Unity; outside guests; balance of men & women in charge; from the "heart, spirit and soul rather than academic or political talk; continue time for meditation or quiet time to reflect; encourage to sit in different place once a month

Recurring special services (e.g. once each quarter--perhaps associated with Equinox & Solstices) that are unique, possibly utilizing more chanting or rituals.

Some Kirtan chanting led by Angelika or someone else; Talks on other religions' practices pointing out the connectedness, i.e. "all rivers leading to the same sea."

Some longer meditations

Some more energetic musical presentations

The décor has improved, but I would like to see more; Start & end on time



The music! Hands-clapping, noise-maker shaking, everyone singing is fine sometimes, but there are some of us that don't want that every time! Once per month, it would be nice (during the offering, for example) to have a more quiet, meditative song or two so we can have time to focus inward, reflect, and just think instead of feel like we are at a revival concert.

This place is great--an hour on Sunday is fine; Peace to all!

Use more inspirational images on the big screen; also, incorporate some video clips from the internet; play taped music 15 minutes before the service begins; use musicians who play instruments--violin, harp, piano, etc.

Using the book group chapters for the message is hard to relate to or not that much of interest since I did not choose to read the book.

When announcing that there will be a person with whom you can pray with (after the service) please have that person stand up--it helps to "connect" with them and this is especially helpful for someone who is new to Unity. Don't have the person who hands out the "new person" packet stand up until the announcer has finished asking if there's anyone "new" (they look like vultures waiting to pounce on someone!

When we can afford it, a music director might be able to spice up the music and attract more varied musical talent.

(blank)

**Section III, Question 4: We have considered having a shortened message portion of the service to allow time for community participation/sharing. What are your thoughts about this?**

Skipped question—16 respondents skipped this question

?

Definitely shorter sermons. Enjoy them, but they are too long. Service could be done by 11:30-11:40

Don't think it's a good idea. Many people just ramble or take too much time. Maybe planning ahead and helping them prepare would work--or placing a time limit.

Give written guidelines for presenters

Good for some--disappointing for others

Good idea

Good idea!

Good idea--should try it!

Have more outreach and outside speakers and events. Join with another religion, or spiritual tradition at the Sunday service.

Hmmm, sounds good, but I feel the message portion is short enough. Maybe extend service 10 or 15 minutes.

I enjoy the present message portion

I like how it is now.

I like it!

I like Jerry's messages; I think community participation would be good

I like Jerry's talk and would like more time for them and possibly time for feedback about them.

I like the service as it is

I think it is fine

I think it is worth trying

I think sharing is a way to connect people together in a deeper way. The message is great but can be heady.

I think this idea has value.

I think this is better served through the ongoing classes and study groups because they create trust & safety for sharing to be deeper and more likely to touch other people's hearts. Maybe add testimonials during the service from/about groups to encourage participation.

I'm not sure, but it is worth a try

Interesting to try this out.

It would be fine

It's good the way it is now

It's worth a try

Keep it how it is now

Maybe one Sunday a month

Message portion is perfect--keeps one up with community

My interest is the message; this message is short already!

Neutral

No

No! I go to hear Jerry's message and would like it to be longer, not shorter!

No! I love listening to the message

No, I like it the way it is--this is fine for small groups but would not like it on Sunday service.

No, like the message and the quiet times offered; we all talk enough and like to hear ourselves

No, that's what classes are for

None

Nope! The lesson is the most important part of Sunday for me.

Not necessary

Not sure what you mean...

Occasionally would be interesting--not weekly

On occasion

Once a month?

Once in a while--good

Perhaps occasionally..

Please do not shorten the message portion; Rev Jerry presents well planned, meaningful and thought provoking talks

Please, no! Classes/workshops/special events are more appropriate! I've seen this tried before, and the flow of the service easily is disrupted.

Rev Jerry's sermons are meaningful and interesting but often too long. I think with shorter sermons people remember more of what is said.

The length of the message portion is perfect. What I would like to see shortened is the greet your neighbor as it goes on way too long.

The message portion is the reason I attend a church service. I am seeking knowledge and especially inspiration. Rev Jerry does a wonderful job!!

Too many times sharing becomes some type of therapy.

Try it and see what happens

Would not want to shorten Jerry's talk as it is the "meat" of the service; I'm fine with service running longer, at least once/month to accommodate sharing.

Would prefer to keep as is; I consider the message and meditation the highlights of the service.

Yes!!! How about sharing near death experiences or evidence of God in their lives.

Yes, I was going to suggest this

Yes, please

(blank)

### **Section III, Question 5: What are your ideas for generating new revenue/income streams that would draw from outside the UGC community?**

Skipped the Question—47 respondents skipped this question

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Any artists in the congregation? Have an arts & crafts fair. Maybe half the proceeds go to the church. I'd love to see if anyone would pay money for any of mine. Unity in the Gold Country T-shirts.

Bake sale/cake walk

Better PR in the Union and social media--Every time we have an article published, more new people show up.

Better, more communication regarding some of the existing---didn't know until now the caramel corn, Amazon Smile, Scrip.

Bring in spiritual music and/or entertainers on a Fri/Sat night

Bringing in more parishioners is the long term "fix."

Concerts

Convey the feeling that this is our community for which we are grateful

Events, classes advertized to greater community

Have a dinner/live auction; is there a flea market; invite popular singers/speakers/performers to make presentations here for a fee/donation

Have members volunteer their talents more often (massage/energy healing/art) which is offered for sale to the public (on line auction, fair booth, etc)

Have more outreach in the community and missions in the community.

Have movie nights and show a spiritual movie or watch a CD, etc on someone like Matt Kahn. Something involving music--a sign along, a band we could do spiritual music with, chanting, bring your favorite spiritual CD and words to a song and we all sing (with a potluck.) Pizza night with music. Please look into Ester Hicks (she channels Abraham) check out on You Tube...offer an Abraham class. Offer a weekly group who do affirmations together, share what they are grateful for that day, tell what they appreciate about the person standing next to them, end with hugs, each person bring something to share each week that was positive for them or made them laugh.

Have someone in front by door, 5-6 Sundays in a row, there with an open computer on Amazon Smile. That enthusiastic person demonstrates how to go on and choose it and/or helps people log on and set theirs to benefit UGC. Make a \$ thermometer with Amazon Smile proceeds to show impact.

I think it needs to be more specific campaigns to raise income rather than generic Things like charging for events, classes or room rental seem to work well. Or perhaps focusing on paying off the mortgage without jading folks.

I would eventually give a talk on BEingness touching tools to open in next life on a daily or moment to moment basis--something like that...I am still in process.

Keep open to interesting people like Matt Kahn, James Twyman, etc. exposes our center to the public at special events.

Making small posters to put up in appropriate community locations. Having more musical events.

More special events/guest speakers

More workshops that would attract community outside UGC

None

Perhaps ongoing fixed rental for a group that could use facility during our down times. Ex: who needs

Saturday space

Raffle? Guest speakers; public relations articles in the Union/Radio PSAS; Perhaps a panel on different religions

Raise prices for the healing clinics to \$15 or \$20 and do sliding scale for those who can't afford to pay. More interesting workshops with guest people.

Really explore, advertise to many groups for rental purposes; this is a great venue for weddings, receptions and could appeal to non-traditional churchless millennials from here or bay area

Rent sanctuary for workshops, speakers, etc more frequently; have a weekly column at the Union or other paper; have a banquet once a year at least.

Renting out space more?

Sees Candies; Auction; dinners with raffle donations; concerts

When I became a member, I checked that I wanted to tithe. It would've been great if someone had followed that up with a call or email.

(blank)

### **Section III, Question 6: We are interested in your feedback/suggestions. Is there anything else you would like to tell us?**

Skipped the question—53 respondents skipped this question.

Could use more volunteers to help in grounds keeping

Ideas for future classes/workshops? Eckhart Tolle; Wayne Dyer; More about the chakras; use the sanctuary more, classroom is so claustrophobic sometimes; how does body movement center us spiritually? Such as yoga, dance, Tai Chi, etc; Walking meditation group; add some chanting, Tibetan bowls, crystal bowls, gongs, bells and chimes occasionally; perhaps the drumming circle could share with us some Sunday morning

Do away with the "red ribbon" for "new" people. We should all be kind and loving to everyone all the time—not just if they are "new". New people are somewhat reluctant when they come check us out--no one wants to be singled out or feel as if we are going to bug them. They will decide--we just need to be good examples for them. E newsletter & Sunday insert--Time of event is often left off--particularly for potluck. Please state "Sunday after service, approx 11:45 or noon; Rev Edward Vilgoen from Santa Rosa CSL is an awesome speaker/workshop leader. Would love for members to be treated to his wisdom/inspiration. Can recommend his "effective Affirmations" talk & workshop. He always impressed me with how he openly used his own blunders to illustrate how he learned a new principle or practice.

I am thoroughly enjoying the commitment dedication of the Unity Spiritual community; perhaps have questions or topics for discussion at once a month potluck or even in opening of service (10-15 minutes max)

I love UGC! Keep up the good work! I love to do all I can to support! This is my 3rd Unity membership since 1980's

I notice that, much of the time (for instance, to get info on Amazon Smile) all we're given is someone's phone #. I would much appreciate written instructions right in the newsletter, or at least an email rather than a phone #. I find email communication much easier as do many of the younger generation.

I thought what was done at the 20th celebration was ingenious. It told what a community can do to serve and love each other.

I will have more feedback/suggestions after we have attended longer. I think it would be good to start a contemplative spirituality group focusing on stillness, silence and solitude after the Enneagram group finishes. It would be helpful to have a higher chair with arms on it at the back row. People recovering from knee or hip replacements or other surgeries would be able to attend the service. Start an email prayer team. It's a great way to stay connected with each other and provides strength and courage to those in need.

Lena Howard gave a moving talk about respecting, protecting this beautiful earth that God has given us; UGC needs to stop using plastic and Styrofoam products; there are alternatives: Paper plates and cups, utensils made of cord or just plain metal ones. It is inconvenient but as Al Gore said, it's an "inconvenient truth."

Less "performing"; more scripture based talks; quiet meditation; get Frank to give more talks; continue to stay out of politics

Love is here.

Maybe after I am here longer.

Meditation app online for daily meditation

Ministry is growing when many are diminishing; need to know why

No

Not everyone is a democrat Trump hater. As a Republican, I sometimes feel ostracized..

Professional looking website will help. Website needs to be professionally re-designed. I'm happy to put money toward this end.

Re Lukewarm commitment: Don't take it "personally"; I have changed. And as I come back, I see the changes here! I like the courage to move into this different paradigm (actually the TRUE Unity message).

Sacred dancing in the evening for men & women; Games night would be fun; Yoga nidra---deep relaxation experience; Community garden

Thanks for survey

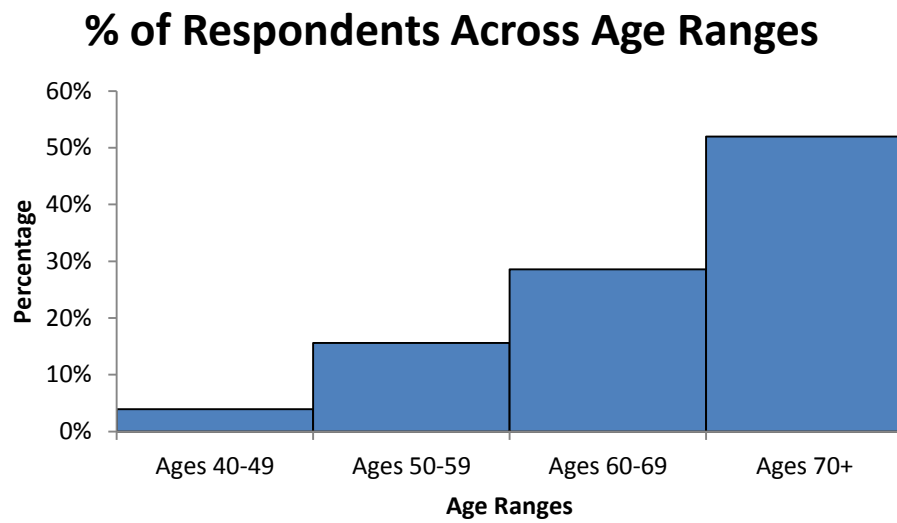
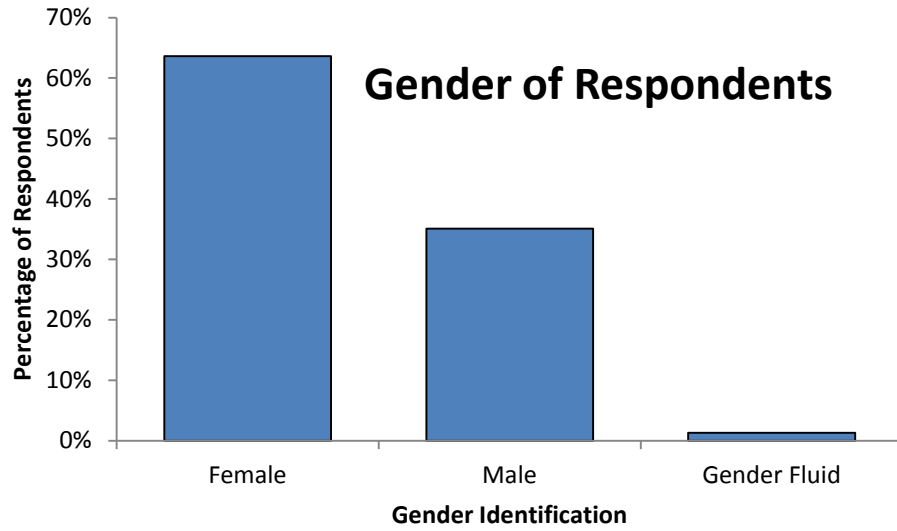
This is a nice place for a Sunday Service!

Traditional Catholic/Christian doctrine is often criticized and "made fun of" directly within the message. There are those of us who don't see "traditional Christianity" as a flawed system that we abandoned in favor of "Unity's" message. Rather, we see Unity as an extension of Christianity (a growth from it, not separate to it). Making fun of any religion does not seem to be the way to achieve Unity, Harmony and peace in the world. And those of us who are actually comfortable with our experiences growing up in a traditional Catholic home feel less connected to the Unity church each time it happens.

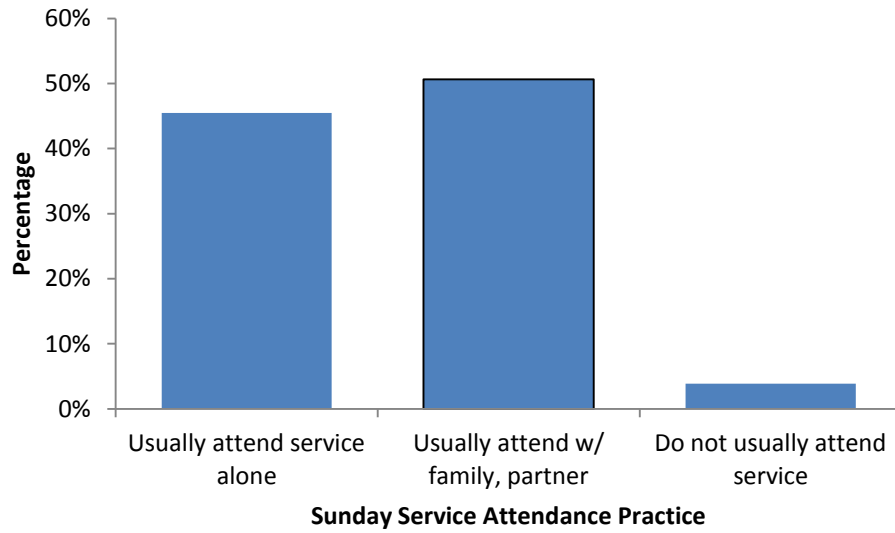
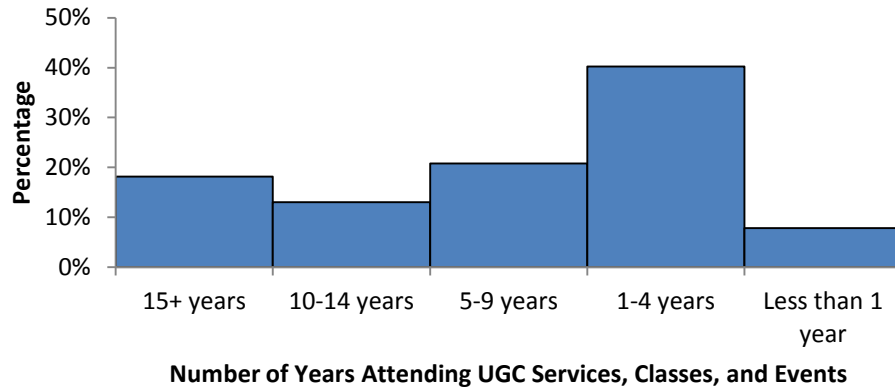
## **Appendix B**

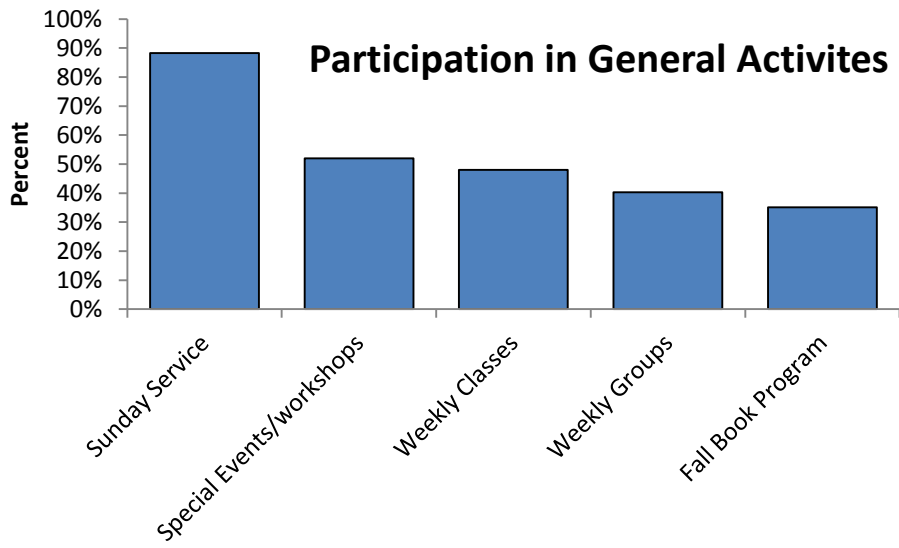
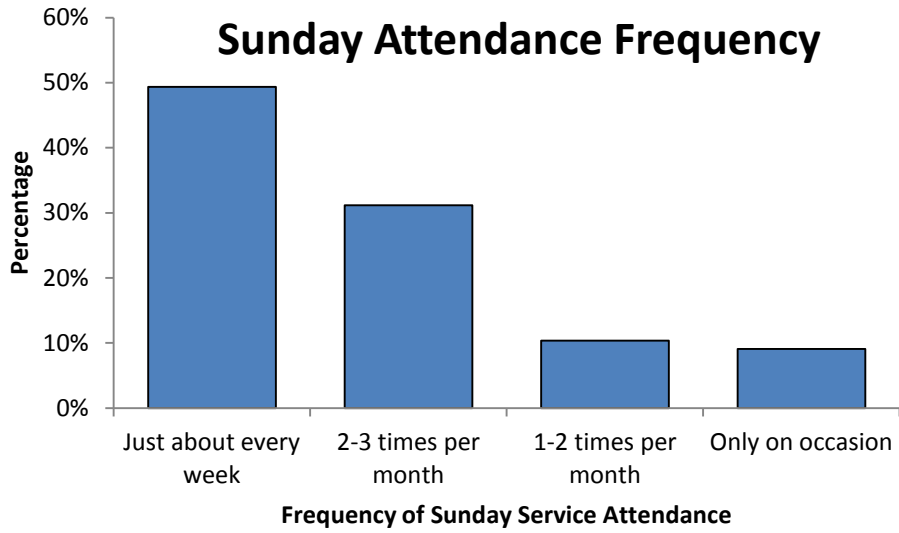
### **Survey Results Depicted in Graph Form**

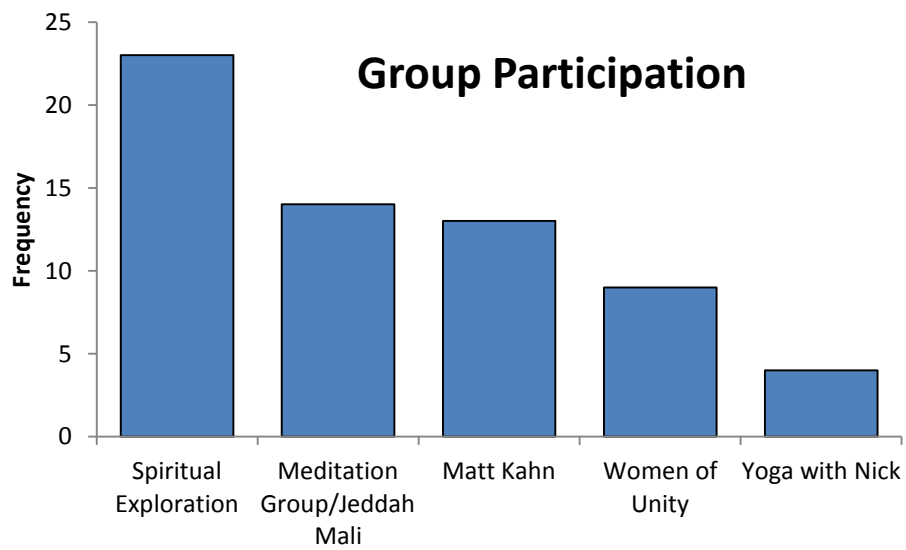
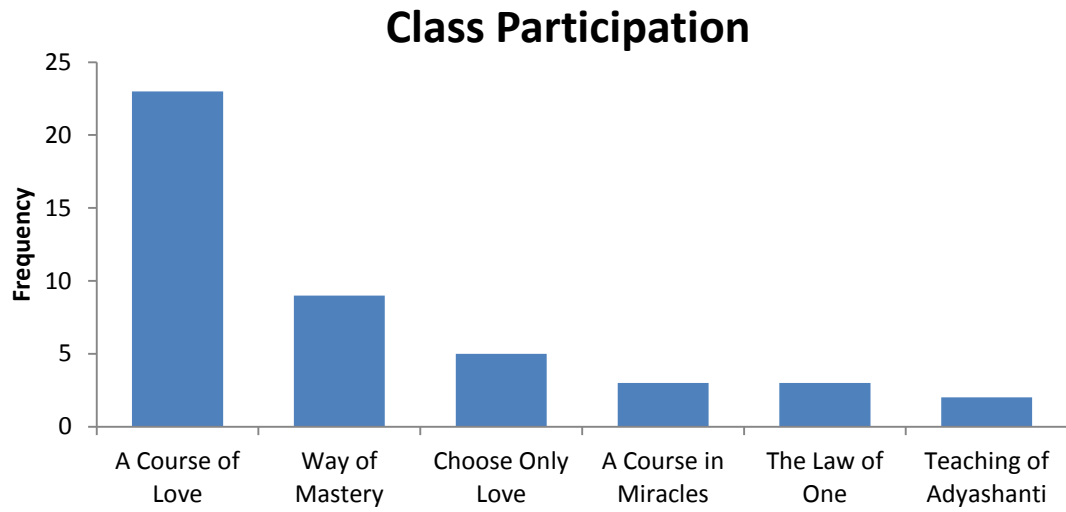


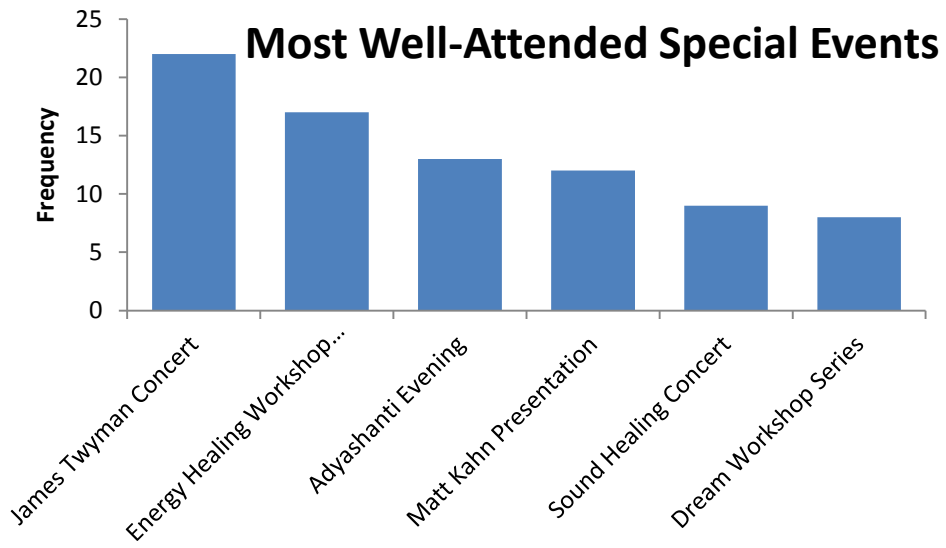
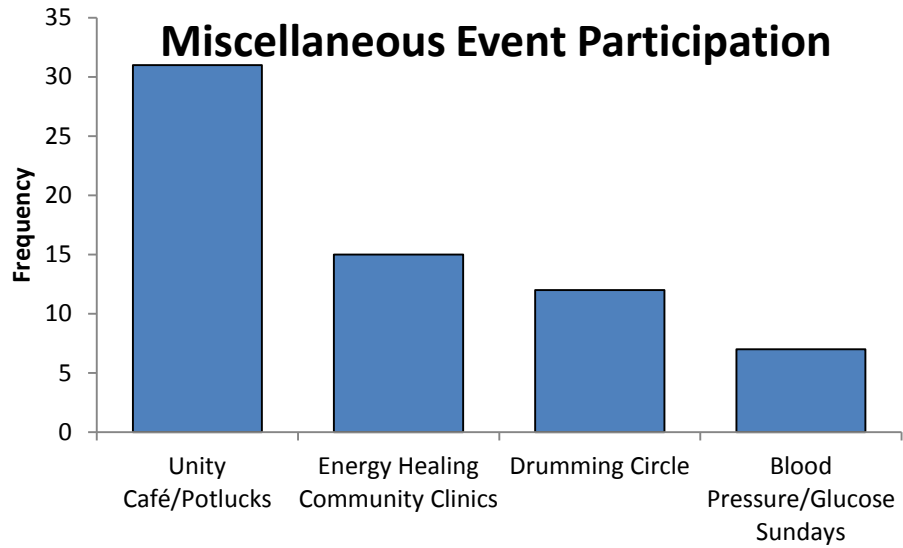


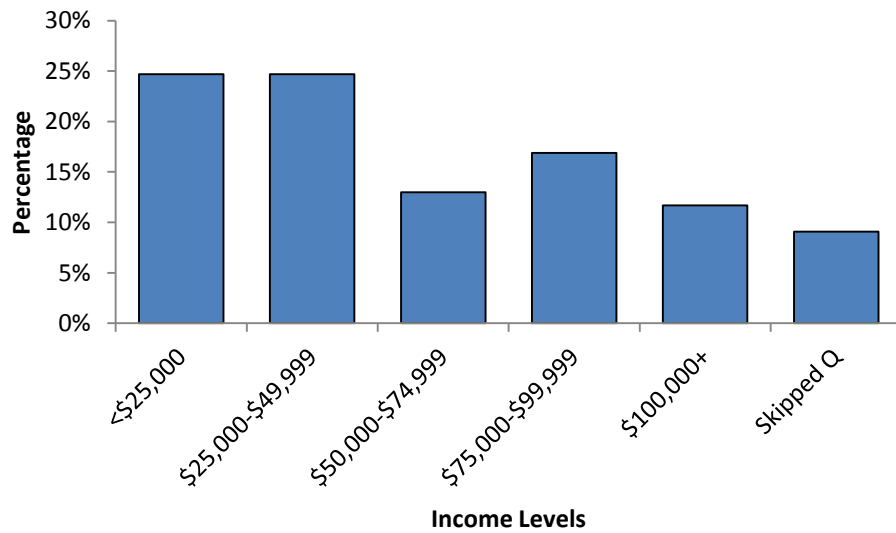
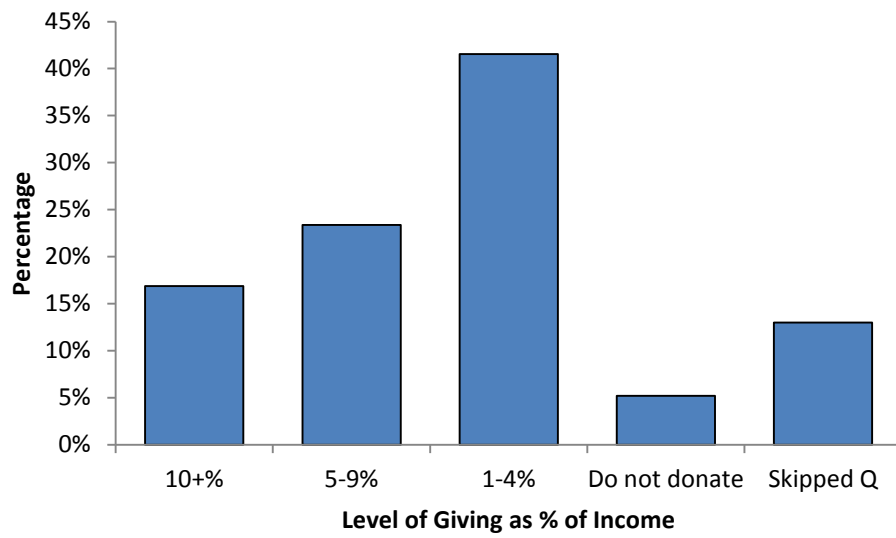
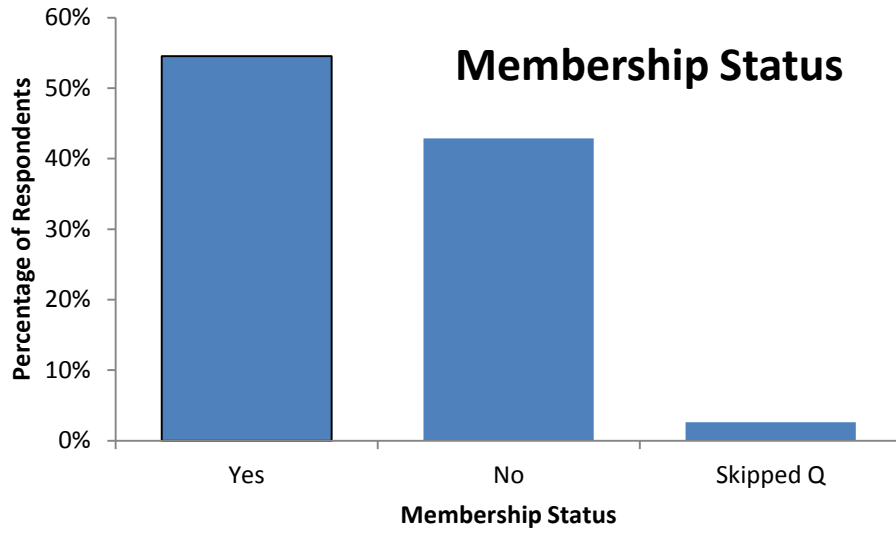
### Percentage of Respondents by Years of Attendance

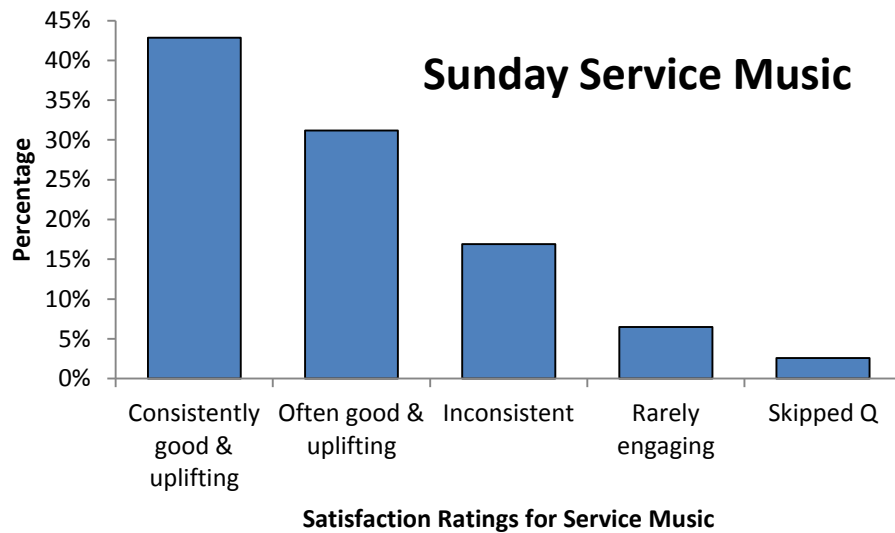
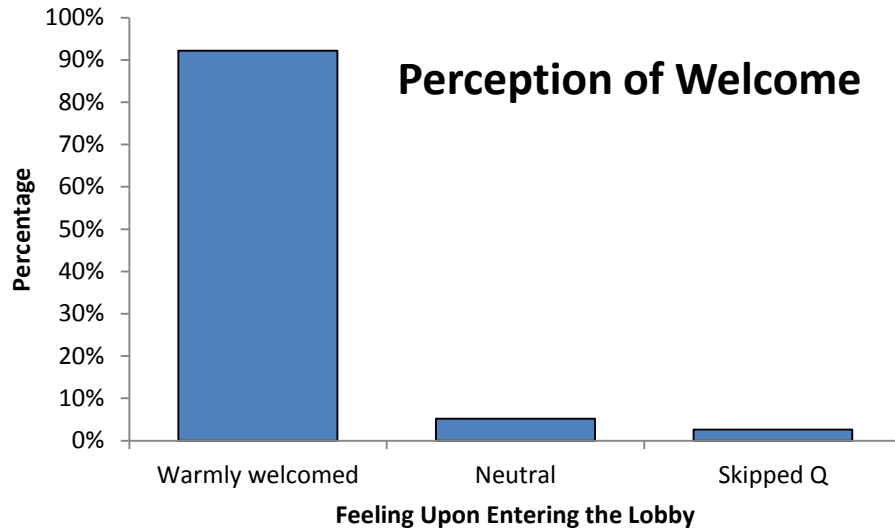


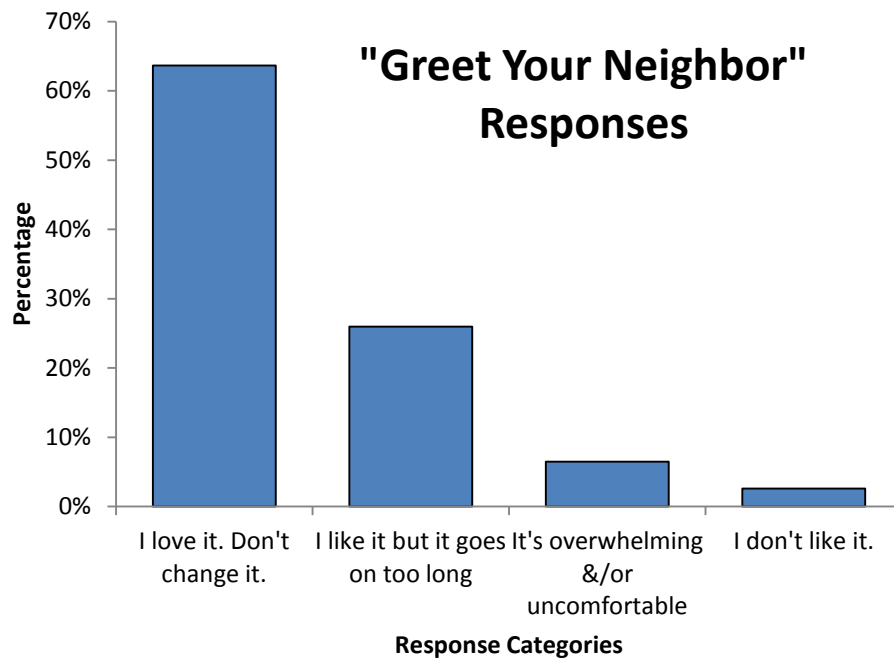
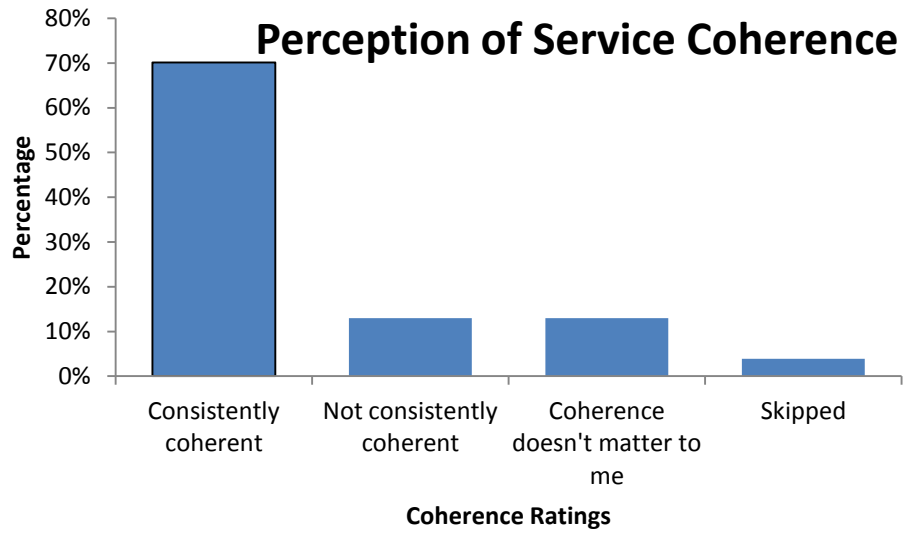




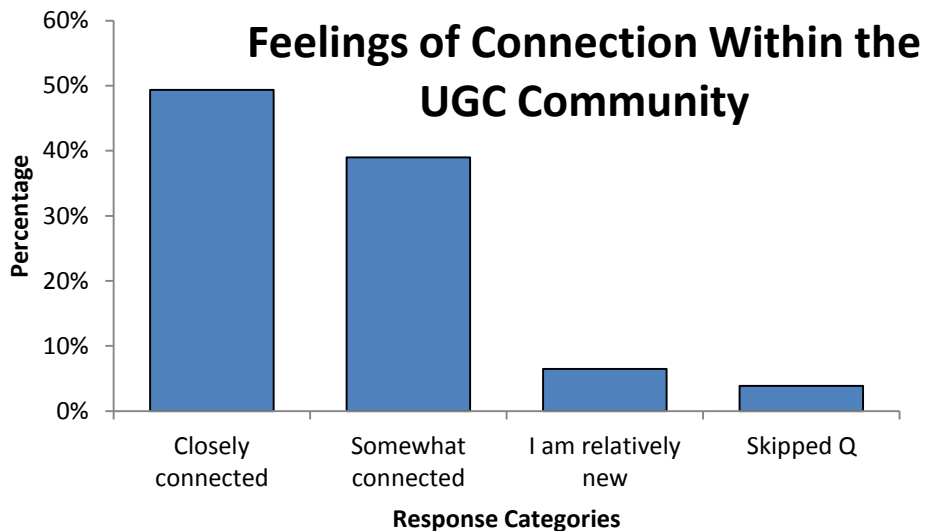
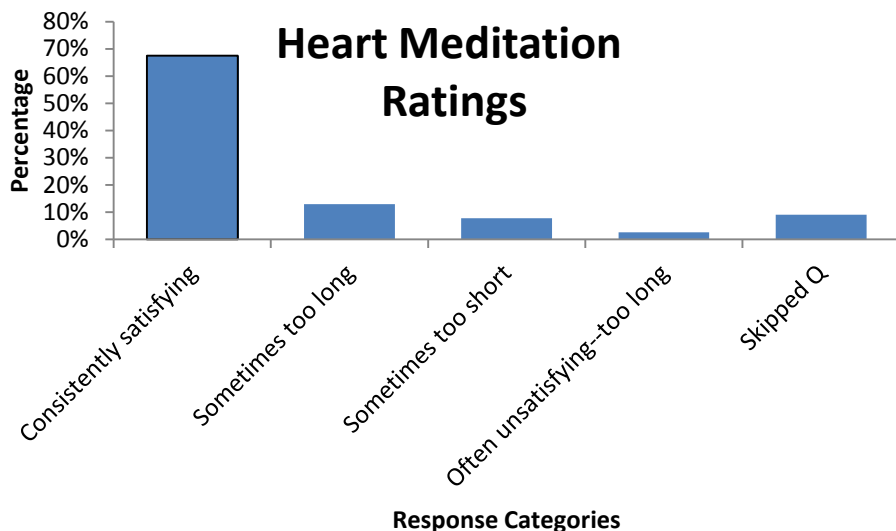
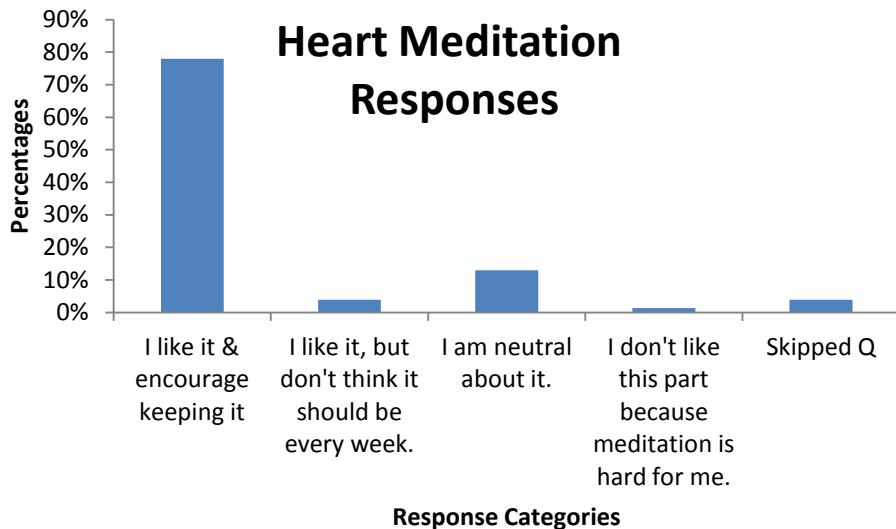


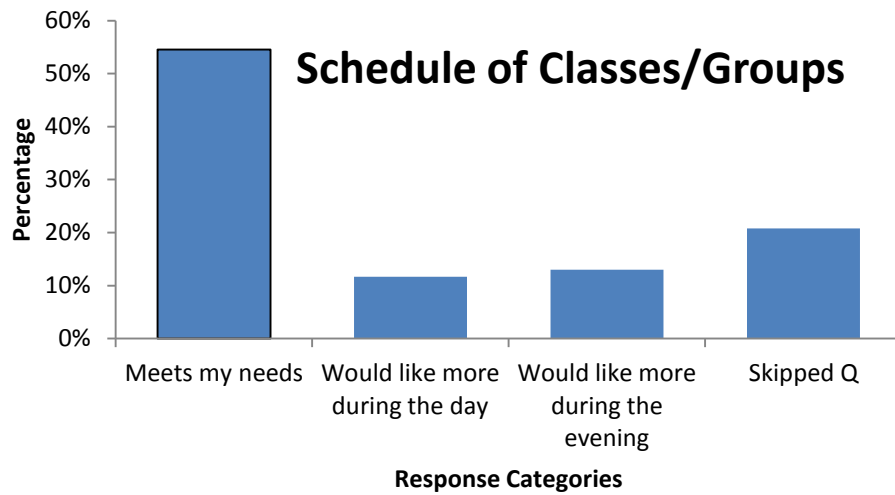
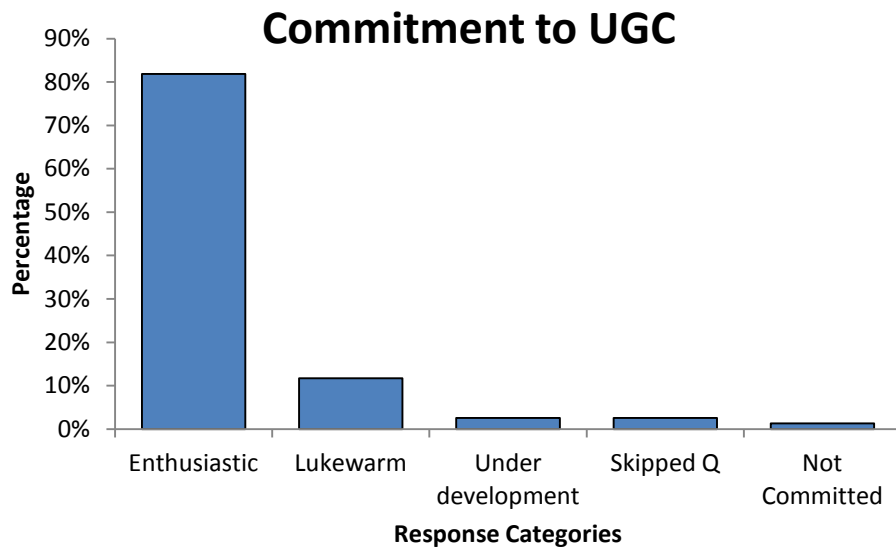


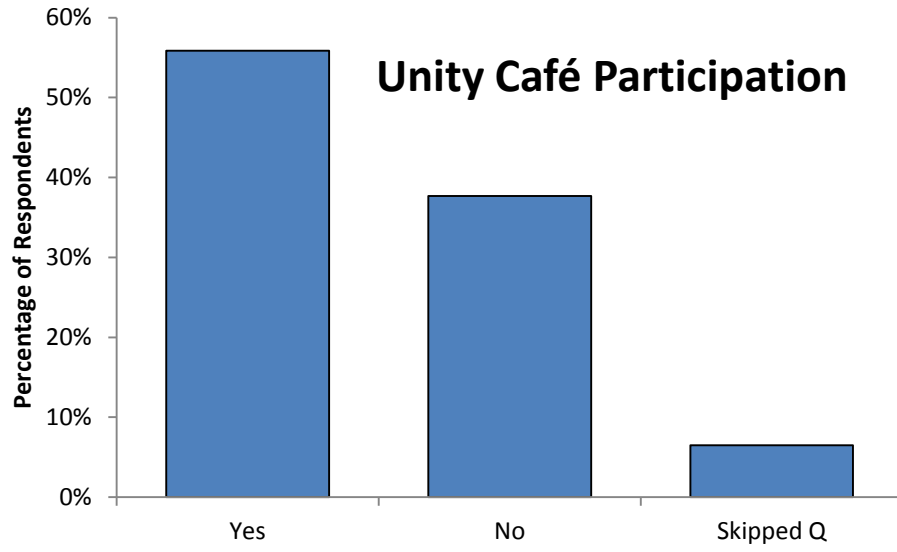












**Appendix C**  
**Survey Questions**

## Unity in the Gold Country Spiritual Center 2020 Congregation Survey

In an effort to ascertain information in a more nuanced way, this survey is formulated to collect data in sections. This will allow us to understand how different segments of our Unity in the Gold Country (UGC) community participate, experience, and perceive activities at the Center.

### About You

*Check the boxes below that most closely describe you:*

1. The gender I identify as is:
  - Female
  - Male
  - Gender Fluid or Non-binary
  
2. Where do you fall in the age categories below?
  - Younger than 30
  - 30-39
  - 40-49
  - 50-59
  - 60-69
  - 70 or older
  
3. I have been attending services and/or classes at UGC for approximately...
  - 15+ years
  - 10-14 years
  - 5-9 years
  - 1-4 years
  - Less than 1 year
  
4. Mark the statement below that most closely describes your current Sunday service practice:
  - I usually attend Sunday service alone.
  - I usually attend Sunday service with my partner/family.
  - I do not usually attend the Sunday service.
  
5. How often do you attend Sunday service?
  - Just about every week I am in town.
  - 2-3 times a month
  - 1-2 times a month
  - Only on occasion
  - Never

6. In what general activities at UGC do you regularly participate? (Mark all that apply.)

- Sunday services
- Weekly classes
- Weekly groups
- Special events/workshops
- Fall Book Program

7. In what specific activities do you regularly participate? (Mark all that apply.)

Classes:

- The Way of Mastery
- A Course of Love
- A Course in Miracles
- The Law of One
- The Teaching of Adyashanti
- Choose Only Love
- None of these
- Other: \_\_\_\_\_

Groups:

- Spiritual Exploration Group
- Matt Kahn Study Group
- Women of Unity
- Meditation Group/Jeddah Mali
- Yoga with Nick
- None of these
- Other: \_\_\_\_\_

Miscellaneous:

- Monthly Drumming Circle
- Unity Café or Potlucks
- Energy Healing Community Clinics
- Blood pressure/Glucose Sundays
- None of these
- Other: \_\_\_\_\_

8. Which of the following 2019 special events did you attend? (Check all that apply.)

- Energy Healing Workshop Series
- Brazilian Healers
- James Twyman Concert
- Eco-Musicology Workshop Series
- Tap Within Workshop
- Jeannie Zandi
- Sound Healing Concert

- Healing Journey through the Chakras Workshop Series
- Evidence of the Afterlife Lecture Series
- Healing Power of Awareness
- Dream Workshop Series
- Adyashanti Evening
- Matt Kahn Study Group with Rev Jerry & Scott Wenzel
- Resonant Love Field
- Other: \_\_\_\_\_

9. Have you ever invited a friend to join you at a Sunday Service, class or a Special Event?

- Yes:
  - Sunday Service
  - Weekly Class/group
  - Special Event
- No

10. In what ways do you support UGC through volunteer work? (Check all that apply.)

- Usher
- Kitchen work
- Altar Committee
- Platform assistant
- BOT member
- Sound/Tech Booth
- Video Sunday Service
- Teach Sunday School
- Landscaping
- Facility Maintenance
- Member of the Education Committee
- Member of the Sunday Service Committee
- Member of the Special Events Committee
- Member of the Education Committee
- Workshop/class leader
- Energy Healing Community Clinics
- Help in the UGC office
- Hospitality House team member
- Habitat for Humanity lunches
- Support special events—parking attendant, reception table, set up, etc.
- Other: \_\_\_\_\_

11. If you regularly volunteer at UGC, skip these questions!

a. What are the barriers to volunteering?

- I am not interested in volunteering.
- My personal schedule is already too full.
- I don't know who to contact to get started.
- I am interested, but it's just easy to keep putting off becoming involved.
- Other: \_\_\_\_\_

b. What would help you to get started in a volunteer position?

- A personal invitation to join in a volunteer activity.
- Regularly available trainings in ongoing volunteer activities (ushers, sound booth, etc)
- Other: \_\_\_\_\_

12. Have you joined the UGC community as a formal member?

- Yes
- No

13. Regarding formal membership—use the space below to describe why you formally joined or have not joined the UGC community. Thank you!

14. Mark the appropriate category for your annual gross income (if you typically give in a family unit with multiple incomes, choose the category that best represents your combined income).

- Less than \$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000+

15. My current level of giving to UGC and others can be best described as

- 10% or more of my income
- Between 5-9% of my income
- Between 1-4% of my income
- I do not donate financially to UGC or other organizations

16. I currently financially support UGC in the following ways—**check all that apply**.

- Monthly automatic deposits
- Weekly giving on Sunday
- Change for Change donations
- Contribute at groups/classes/clinics



- Amazon Smile (automatic donation to UGC with Amazon purchases)
- Purchases at the bookstore
- E-Scrip contributions through SPD or Save Mart
- Fundraisers such as Silent Auction or Yard Sale
- Contribute to Hospitality House funds
- Capital or occasional general campaign

### **About Your Experiences at Unity in the Gold Country Spiritual Center (UGC)**

The following questions address your experiences at UGC Spiritual Center. With these questions we seek feedback about Sunday Services, the learning opportunities we offer, and your connection to the community.

*Choose the answer that best describes your experience.*

1. Upon entering the UGC lobby on Sunday mornings, I feel
  - Warmly welcomed.
  - Neutral—neither welcome nor unwelcome.
  - Not welcomed.
  
2. How satisfied are you with your experiences during the Sunday Services?
  - Highly satisfied
  - Mostly satisfied
  - Mostly unsatisfied
  - Highly unsatisfied
  
3. I find the Sunday Service music to be
  - Consistently good and uplifting.
  - Often good and uplifting.
  - Inconsistent—sometimes engaging, but sometimes not.
  - Rarely engaging.
  
4. In thinking about the service as a whole,
  - It is consistently apparent the music, meditation, and message relate to each other.
  - It is not consistently apparent that the music, meditation and message relate to each other.
  - The coherence of the service doesn't matter that much to me.
  
5. Regarding the "greet your neighbor" portion of the service:
  - I love it! Don't change it!
  - I like it but it goes on too long.
  - It's overwhelming and/or uncomfortable.
  - I don't like it.

6. Regarding the heart meditation portion of the service:
- I like it and encourage keeping it as a regular part of the service.
  - I like it, but don't think it should be part of the service every week.
  - I am neutral about it.
  - I don't like this part because meditation is hard for me.
  - I don't like this part because meditating in a group is difficult.
7. My experience of the heart meditation is
- Consistently satisfying.
  - Satisfying but sometimes goes on too long.
  - Satisfying but sometimes stops too soon.
  - Often unsatisfying because it goes on too long.
  - Often unsatisfying because it stops too soon.
8. How connected do you feel to the UGC Spiritual Community?
- Closely connected—I have many friends and acquaintances at UGC.
  - Somewhat connected—I have made a few friends and acquaintances at UGC.
  - Not connected—I don't think anyone recognizes me or acknowledges me as a friend or acquaintance.
  - I am relatively new to the community and am looking forward to making connections.
9. How would you rate your overall experience at UGC?
- Excellent
  - Very good
  - Neutral
  - Not very good
  - Disappointing/unsatisfactory
10. I would describe my commitment to UGC as
- Enthusiastic
  - Lukewarm
  - Hanging on by a thread
  - Under development
11. Is there anything you would like to share about your experiences on Sundays, classes or special events?

12. We are interested to know about your opinion on the current scheduling of daytime and nighttime classes/groups. Which of the following statements most accurately describes your opinion:

- The current schedule is balanced and meets my needs.
- I would like more classes/groups scheduled during the
  - Day
  - Evening

13. Do you participate in the monthly Unity Potluck?

- Yes
  - No—if no, please tell us why:
    - I have dietary restrictions that keep me from participating.
    - I usually forget to bring something and feel guilty about partaking.
    - I feel awkward joining others I do not know.
    - Other:
- 

### Your Feedback and Ideas

In this section we present questions related to current ideas for our community and seek your ideas for UGC. Feel free to use the back side of the last page or to attach additional pages if necessary.

1. Do you have any interest in participating in a congregational retreat at an offsite location?
  - Yes
  - No
2. Would you be willing to volunteer at the Grass Valley Lions Club Carmel Corn Stand at the fairgrounds knowing that UGC would receive part of the revenue from the proceeds?
  - Yes
  - No
3. What are your ideas about ways to vary the Sunday Service that would enhance your experience?
4. We have considered having a shortened message portion of the service to allow time for community participation/sharing. What are your thoughts about this?
5. What are your ideas for generating new revenue/income streams that would draw from outside the UGC community?
6. We are interested in your feedback/suggestions. Is there anything else you would like to tell us?