

CEQ Outreach and Communications Plan 2026/2027

Vision

Ensuring that people who might be drawn to Quakers know we exist and who we are to support CEQ into the future.

Aims

1. Effectively communicate what Meeting for Worship (MfW) is/means to Quakers, and the Quaker testimonies.
2. Invite people to find out more about Quakers and come along to events and MfW
3. Support our Local Meetings in outreach and communications activities.
4. Develop a welcoming and safe environment for everyone to explore their faith and spirituality.

Target Audiences

We will have a particular focus on these groups, but of course we hope our communications and outreach will reach many others too.

- The Quaker curious
- Young adults (18-35)
- Families

Theme

If helpful, the theme for 2026 could be linked to the theme for Quaker Week/World Quaker Day which was 'Love Your Neighbour'. The theme for the 2026 World Quaker Day on 4 October is 'Let Peace be Among Us' and the Area Meeting / Local Meetings could use this as a theme for later in 2026 and into 2027.

What could Area Meeting do to support effective outreach and communications?

Outreach

- Help with graphics for social media e.g. for advertising events.
- Help with designing posters for use locally.
- Enabling sharing of good ideas, experience and expertise across the Area Meeting through regular outreach and communications e-newsletter, opportunities for networking.
- Ask Local Meetings regularly for news of what they've been doing, good ideas to share etc.
- Promote BYM Outreach Network meetings
- CEQ Children & Young People's (CYP) committee

Communications

On our CEQ social media and newsfeed:

- Short video clips, personal stories, images and visuals – from Discovering Quakers, Quakers in Britain, with ‘local content’ added e.g. video of a young Friend, plug for the CEQ Young Adult Friends (YAF) group.
- Regular events and opportunities for families – e.g. plugs for the regular children’s MfW at Selly Oak, Cotteridge, Warwick.
- Regular content on Quaker faith and spirituality – aimed at young adults, with encouragement to go to a Local MfW, online meeting, YAF group.

Local Meetings

Things that Local Meetings could do to support Outreach and Communications

- Re-share news and posts from the CEQ newsfeed/social media
- Outreach Link Friends could share information from the O&C e-news with their LM.
- Hold regular events for people to find out more about Quakerism and help Friends to talk about their faith and spirituality e.g. desert island disc talks, discussions about QF&P,
- Share events and ideas with CEQ to share with other Meetings/in the newsfeed etc. Email to website@ceaqm.org.uk.
- Set up WhatsApp communities/groups and invite enquirers /attenders to join these, and welcome them to the group, or ask newcomers if they want to be on the LM email distribution list.
- Ensure that websites or any other online presence are up to date and inviting to newcomers.
- Reflect as a community on how the Meeting could be more welcoming and inclusive, especially to children, families and young adults.

Next steps

- Invite each LM to have an outline Outreach and Communications Plan that they shape for themselves using a template.
- Drawing on the LM plans and information shared in WhatsApp group, create a communications calendar for the year to support the central CEQ Comms work.
- Outreach Link Friends stay in touch via WhatsApp group, email distribution list and regular network meetings.