

CENTER FOR SPIRITUAL LIVING OLYMPIA

# Investing in Our Digital Presence

*A proposal for council consideration*

Presented by Hillary Myers, Council Secretary

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## OVERVIEW

### Growing Our Community

CSLO exists to help people discover an inner power and access the spiritual tools that transform lives. We are inclusive and welcoming. We are serious about honoring the Oneness of humanity. And we believe that everywhere we look, there are people ready to explore new possibilities, if only they can find us.

This proposal is rooted in that mission. It is a conversation about how we show up in the world beyond our Sunday service and how the community we know and love here on Libby Road becomes visible and findable to the people in Thurston County who are already seeking exactly what we offer.

*“OUR MISSION is to be an open, expanding, and welcoming community that learns, lives, and shares spiritual principles.”*

— cslolympia.org

This proposal covers six areas, each building on the last:

- Honoring Sandy’s foundation — acknowledging what she has built and investing in her continued success.
  - The opportunity we are not yet reaching — data on Thurston County’s spiritually open, unaffiliated population and what it means for our mission.
  - A plan for thoughtful, phased renewal — a website rebuild and social media training, led by a trusted local partner.
  - A community voice survey — before anything is built, we listen. Our community helps to shape the language, the look, and the direction.
  - The funding — a clear, responsible path already covered by income we have received this year.
  - A May–July timeline — phased, unhurried, and completed in time to support fall outreach and community growth.
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SECTION 1

## Setting Sandy up to Thrive

Sandy has been keeping our digital lights on. Week after week, she has shown up managing our email communications and maintaining our web and social media presence. That consistency matters, and it deserves to be named before anything else in this conversation.

The heart of this proposal is the question: how do we move forward in a way that sets Sandy up for even greater success in her role, while staying true to our mission and growing our community?

What I am proposing is an investment in Sandy and our expansion as a community to include a more intuitive platform built by a trusted local partner paired with professional social media training.

SECTION 2

## The Opportunity Cost

Thurston County is one of the fastest-growing counties in Washington state, with an estimated population of 309,700 in 2026. Washington is one of the least religiously affiliated states in the nation. 38% of adults identify as unaffiliated (Pew Research Center's 2023–24 Religious Landscape Study), and 63% of those still believe in a higher power or spiritual force (Pew Research Center, "Religious 'Nones' in America: Who They Are and What They Believe", January 24, 2024).

These are not people who have turned away from the sacred. They are people who have turned away from institutional religion. They are exactly who we exist to serve. And right now, they cannot find us.

<b>~309,700</b> People in Thurston County (2026 estimate)	<b>~74,100</b> Spiritually open, unaffiliated residents	<b>~55</b> Current average weekly attendance
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*We are currently reaching approximately 0.047% of our natural audience. Every month our digital presence underperforms, spiritually seeking people in Thurston County are not finding us. That is not just a marketing loss but a mission loss as well.*

Washington state leads the nation in religious non-affiliation. In states like Washington, those who identify as “nones” now represent a significant portion of the population, sometimes exceeding those who identify as Christian. The people who need what CSLO offers are already out there.

### SECTION 3

## A Phased Plan Forward

I am proposing a two-part upgrade: a full website rebuild and a social media training investment for Sandy. Both are designed to work together and be completed in community-informed waves by late July.

### 1 Council approval

Vote to move forward. Approve the budget allocation and authorize outreach to Cody Slosson of Digital Advantage Co., our proposed local web partner.

### 2 Community voice survey

Before Cody touches a single page, we listen. A short survey available on paper and online which invites our community to share their preferences: how they prefer to refer to the divine, what challenges they face with the current site, and what improvements they want to see. This data helps inform and guide web design decisions.

### 3 Survey results to council

We bring findings back to council before any design work begins, ensuring our community's voice helps to shape the final direction.

### 4 Website rebuild by Cody Slosson, Digital Advantage Co.

A Thurston County neighbor and award-winning web partner. 8+ years in business, 100+ websites built, and a Gold/Silver/Bronze Best of South Sound winner. He uses a WordPress plugin that makes updating the site as intuitive as Wix or Squarespace designed for Sandy to maintain independently.

### 5 Council review of new site

Before launch, council reviews the rebuild and offers final input.

### 6 Sandy's training session with Cody + social media certification

Cody walks Sandy through managing the new platform. Additionally, Sandy completes professional social media training equipping her with both the tools and the strategy to succeed.

## Sandy’s social media training options

All options below are self-paced and can be completed on Sandy’s schedule.

Training option	What it covers	Cost
<b>HubSpot Social Media Marketing Certification</b> <b>RECOMMENDED</b> <i>academy.hubspot.com/courses/social-media</i>	Free, self-paced, ~4–6 hours. Covers strategy, content, community building, ROI measurement, and social listening. Produces a real, industry-recognized credential. Our top recommendation as a starting point.	<b>Free</b>
<b>TechSoup — Social Media Marketing for Nonprofits</b> <b>NONPROFIT-SPECIFIC</b> <i>techsoup.course.tc</i>	Four-course self-paced series built specifically for small nonprofits without a full-time marketing person. Covers fundraising, engagement, and running effective social campaigns. Deeply discounted for nonprofits.	<b>Nonprofit discounted rate</b>
<b>Meta Social Media Marketing Professional Certificate</b> <b>MOST COMPREHENSIVE</b> <i>coursera.org/professional-certificates/facebook-social-media-marketing</i>	Six-course program designed by Meta via Coursera. Covers all major platforms — Facebook, Instagram, LinkedIn, YouTube, and TikTok. Approximately 5 months at 5 hrs/week. Includes Meta’s own Digital Marketing Associate Certification exam. ~\$273 total via Coursera Plus.	<b>~\$273 (Coursera Plus, \$39/mo)</b>
<b>American Marketing Association — Social Media for Nonprofits</b> <b>NONPROFIT-SPECIFIC</b> <i>ama.org/on-demand/social-media-for-nonprofits</i>	Nonprofit-specific course hosted through MindEdge. Covers all major platforms as vehicles for reaching members, volunteers, and donors. Professionally credentialed through the AMA. Pricing varies by membership status.	<b>~\$99–149</b>

### SECTION 4

## Community Voice Survey — Draft Questions

This survey can be completed on paper at Sunday service or online via Google Forms. All responses are anonymous and will be shared in summary form with council before any design work begins. The survey signals to our community that leadership listens and that this renewal belongs to all of us.

### 1. How do you prefer to refer to the divine? (check all that apply)

God · Spirit · Source · The Presence · Universe · Higher Power · The Divine · Love · Other: \_\_\_\_

### 2. How long have you been part of our community?

First visit · Less than 1 year · 1–5 years · 5–10 years · 10+ years

### 3. How did you first find us?

Word of mouth · Google search · Driving by · Social media · Meetup · Other: \_\_\_\_

### 4. What is your biggest challenge with our current website?

Hard to find events · Calendar not up to date · Not easy on mobile · Hard to register for classes · Language doesn't feel like us · Other: \_\_\_\_

### 5. Do you follow us on social media?

Yes, Facebook · Yes, Instagram · Yes, YouTube · No · I didn't know we had social media

### 6. What would make you more likely to share our content with others?

[Open-ended short answer]

### 7. What improvements would you most like to see on our website?

[Open-ended short answer]

### 8. Is there anything else you'd like us to know?

[Open-ended short answer]

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## SECTION 5

### A Wise, Strategic Investment

The proposed website rebuild is a one-time investment of approximately \$1,500 — roughly 1.5 months of what we already invest annually in our website manager role. The social media training adds up to \$468, depending on which option is chosen. Total investment: under \$2,000.

This one-time investment expense protects and maximizes the \$9,046 we already budget annually for our website manager by giving her the tools and training to fully succeed in her role.

*Through February 2026, CSLO has already received \$2,401 in stock dividend income — more than enough to cover this investment entirely from income already received this year. I propose funding this as a one-time line item, replenished from ongoing dividend income as budgeted at \$30,000 for 2026.*

<p><b>~\$1,500</b></p> <p>Website rebuild — Cody Slosson, Digital Advantage Co.</p>	<p><b>~\$468</b></p> <p>Sandy's social media training (Hootsuite)</p>	<p><b>\$2,401</b></p> <p>Dividend income already received in 2026 (through February)</p>
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Every month we delay, spiritually seeking people in Thurston County are searching for a community like ours and some are not finding us or finding others instead. The opportunity cost of inaction compounds quietly. This investment stops that and it does so in a way that is financially responsible, community-led, and mission-aligned from first step to last.

**SECTION 6**

**May through July — a phased, community-led rollout**

All changes happen in waves over approximately ten weeks, with community input driving every decision before work begins. Nothing is rushed. Nothing is done without us.

<b>May — Week 1</b>	Council approves proposal. Community voice survey distributed at Sunday service and online via Google Forms.
<b>May — Week 3</b>	Survey closes. Responses compiled and summarized for council review.
<b>Late May</b>	Council reviews survey results and approves final direction. Cody Slosson briefed and design work authorized.
<b>June</b>	Cody rebuilds the website using community-informed direction. Sandy begins social media training.
<b>Early July</b>	Council reviews completed new site. Final revisions submitted to Cody.
<b>Mid July</b>	Cody and Sandy complete their platform training session. Sandy takes over maintenance independently.
<b>Late July</b>	New site launches. Facebook pages consolidated. Community celebrates.

**Thank you for your consideration.**

Questions or additions welcome. Hillary Myers — [hillary@solunasoundworks.com](mailto:hillary@solunasoundworks.com)