

Vision of Ministry – Staff updates

March 2017

1) To revitalize worship and broaden its appeal:

- a. Planning of special worship services for Lent, Stewardship, holy week, summer
- b. Research and budgeting for live streaming of worship
- c. Launch of children's choir and youth choir
- d. Improved tracking of deacon worship service preferences in F1.
- e. Reimagining children's Sunday school heading toward a Children's Church model
- f. Encouraging more children and students to participate in worship services
- g. Family Worship services in Oct/Nov/Feb/March/May
- h. Continued weekly promotion of worship through social media (Facebook, Twitter, Instagram).
- i. Released "Where the Love Light Beams" Advent trailer in early December promoting Advent sermon series.
- j. Executed our first-ever digital promotional campaign during month of December targeting Christmas Eve services. Campaign resulted in 191,000 impressions (potential views) and 249 clicks through to cccckc.org through key word and geofencing tactics. Results show 40 individuals or families in attendance on Christmas Eve who received the ad. This baseline campaign will help us target more effective key words and geofence locations to create more effective future campaigns.
- k. Launched The Word of the Week Friday email to take the place of A Word From Glen. Concept uses a nod to continuity (using the word Word in the title), and features a highlighted word each week to give people a bit of spiritual content to keep them opening the email, but also includes a section on upcoming highlights, including worship information.
- l. Used standard promotional tools to introduce guest preacher Mike Graves to congregation
- m. Prayer on the Road – continues to be popular with retirement community residents and our other members who join us for prayer. We had a record number of people (30) gather at Bishop Spencer Place in January.
- n. Greeters welcome members and guests at all doors. This constant group of volunteers become individuals that each visitor recognizes, feeling more at home each week.
- o. Created a focal point in the parlor to be a conversation point for members and visitors.
- p. We have welcomed 14 new members since November. Our next New Member Sunday is scheduled for April 30.

2) To invite people into small groups where they will feel included, grow spiritually and be inspired to serve others

- a. Started a new gathering for mid-20's to mid 40's called Connections that meets Sunday mornings at 10. After a 20 minute lesson on the scripture that is the basis of the daily sermon in worship, small groups gather to discuss and apply to their daily lives.
- b. Planning and promotion of round 2 of VIA retreats for men and women. The goal is not only a great retreat that is spiritually enriching but also to build relationships that may foster new small group formation.

- c. Faithbook continues on Tuesdays and Wednesdays and recently hosted guest speaker Mahnaz Shabbir to talk as part of the series: Jesus and Muhammed: Let's talk. This session attracted 20 new faces to participate.
- d. Plans are underway for Spring series of Faithpub for men.
- e. New Care and Concerns group for Choir has been formed
- f. New DBS group launched last fall continues
- g. Planning Book-by-Book which includes X number of small groups meeting one time to discuss the book this Spring.
- h. planning for 4&6 week small group options for parents of children
- i. Kindermusik group for parents of babies occurred
- j. First Fridays event for 3-8th grades underway...working toward building small group opportunities for parents during those meetings next year
- k. Created graphic concept and promotional campaign for Connections group.
- l. Promoted India Mission Trip through blog, and efforts at Della Lamb and Micah Ministry (and others) through social media.
- m. Communications team is researching technological options for adding "Add to my Calendar" button to promotional emails, which would allow reader easy way to add event/date/time/location automatically to Google, Outlook or iCal calendaring system. This option is not only a convenience for users, the hope is that if someone has an event on his/her calendar, he/she is more likely to attend.
- n. Continued support of all small group opportunities through newsletter, social media, posters, emails, etc.
- o. Faith and Grief Lunch Ministry – continues to provide excellent speakers
- p. Task Force on Aging – concluded its meetings and has finalized observations and recommendations
- q. Grace at Work -- is gearing up for April 22 with a special emphasis on family-friendly projects
- r. Della Lamb Refugee Resettlement – invited to speak at a Lenten event at Our Lady of the Presentation Catholic Church
- s. Wednesday Evening Bible Study – Inviting people to join them for a timely study of the book When God Talks Back: Understanding the American Evangelical Relationship with God, by T.M. Luhmann.
- t. Beginning March 26, from 10:00-10:50, we will change the Guest Luncheon to a Guest Gathering held in the Library on a monthly basis. Led by our clergy on a rotating basis, all visitors and returning guests will be invited to this casual gathering to learn more about our church, our values, traditions, and beliefs. With a newly designed handout, they will learn about ways to become engaged in the life of our church through small groups, community service, and study.
- u. Each returning visitor who has not attended a Luncheon in the past year will receive a personal invitation to attend the Guest Gathering.
- v. All new members within the appropriate age range have been personally invited by email to the new Connections group for men and women in their Mid-20s to Mid-40s. New Member Hosts will also be contacted to encourage their participation in Connections and/or attend with them.

