

Communications Team 2023 Annual Report

The Communications Team helps Cordova Bay United Church realize its vision of being “an inclusive community living out Christ's love and care for the world.”

It does that by supporting and working alongside other church groups and committees to inform and to build community within Cordova Bay United Church, and with our neighbours.

Team members include Jane Shumka, Pastor Beth Parsons, and myself. Laurie Mueller, Joanne Thomas and Arlene Box also contributed.

The team maintains and manages the church website, YouTube Channel and Facebook page, and assists with livestreaming Sunday services.

The team also reports on church activities throughout the year, taking photos and writing stories, which are then published in the weekly announcements and on the church website and Facebook page.

As well, the team writes, edits, and designs the church Annual Report.

Highlights of the 2023 communications activities included:

- Ron prepared the text for a calendar of events for the Christmas season. Jane then did a wonderful job on graphic design. The two-page calendar of events and activities was sent out to the congregation in the same email as the weekly announcements. The calendar was also published on the church website and church Facebook page. As well, Jane printed colour copies of the calendar and Ron delivered them to 50 homes in the area.
- The team promoted the Nov. 19 Sing We Now of Christmas concert fundraiser by submitting an article to the Times Colonist newspaper. The paper printed the article in its entertainment section as well as an item in its weekly Go calendar. The paper also published details about the concert in its online calendar. As well, the concert was promoted on the church Facebook page and church website.

- The team prepared three stories and photos for The Cordovan newsletter focusing on church activities during the Christmas season: the Nov. 19 Sing We Now of Christmas concert; the Cordova Café Christmas Bake Sale on Dec. 9; and the Community Carol Sing (though the carol sing was later cancelled).
- The team promoted the Cordova Café Book Sale and More through the church Facebook page, church website, the weekly announcements, and through local media – including a spot in the Times Colonist Go Calendar published the Thursday before and in the Peninsula News Review.
- The Team also promoted the Caring Team’s special speaker, Dr. Debra Sheets, again preparing a news release and photo for distribution to the Times Colonist and Black Press, as well as on the church Facebook page, church website and in the weekly announcements.
- The Team helped to promote the World Food Sunday collection for the Saanich Peninsula Lions Food Bank, posting items in the weekly announcements, on the church website and on the church Facebook page.
- The Team prepared a Facebook marketing campaign for Lent and Easter. The campaign ran for a total of 13 days – from March 27 to April 9 (Easter Sunday). We spent a total of \$126: \$73.50 on our first ad that promoted Cordova Bay United’s Holy Week services, and \$52.50 on a second ad that promoted CBUC’s Easter Sunday service. Jane designed both of the ads.

The first ad ran for eight days and invited people to “Join Us as We Journey from Palm Sunday to Easter.” It then featured the worship services we offered, both in-person and online. The ad reached 2,043 people.

The second ad ran for five days and reached 1,628 people. It invited people to “Join Us this Easter ... in person or online” and provided information on how they could join in person or via livestreaming.

Together, the ads reached a total of 4,046 people. The ads resulted in 66 “clicks” where people click on a link in the ad.

The Easter Sunday service itself reached 71 people on the church Facebook page.

However, the Easter service generated a huge number of views on the church YouTube channel: 323. The rest of the Holy Week live-streamed services generated between 59 and 68 views.

Pastor Nancy and Beth each prepared a Holy Week video than ran on both the church Facebook page and on the church YouTube channel.

Pastor Beth's ran on Holy Monday and generated 148 views on YouTube. Pastor Nancy's ran on Holy Tuesday and generated 149 views on YouTube.

- Pastor Beth and Jane did a great job promoting Homecoming Sunday on Sept. 10. A total of 105 people turned out for the service and pancake brunch that followed.

Ron took photos of the service and brunch and wrote an article, which was posted them to the church Facebook page. Jane also included the photos and article in the church announcements.

- Pastor Beth's covenanting service on the afternoon of Sept 17 was also well attended, with 81 people turning out. Again, the Communications Team prepared a story and photos, which were posted to the church website, Facebook and included in the church announcements.
- During the summer Ron and Joanne Thomas, chair of the Caring Committee, worked on purchasing outdoor banners to help to promote the Cordova Café. The cost of the two banners was just under \$600 and came from the Communications budget.
- The YouTube channel continues to be popular. The channel has 188 subscribers and has generated more than 25,000 views since it started in 2020.

Viewership for Sunday services has ranged from 60-130 views, with most Sundays getting about 70-80 views.

*Submitted by
Ron Norman, chair*