

Communications Team 2024 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. Moira Dennis, Lynn Dennis, Willa Burke, Glenn Parsons, Jay Parsons and Rio Norman Millan also contributed in 2024.

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 2024 communications activities include:

- The team prepared a calendar of Christmas events and activities that was sent out to the congregation by email. The calendar was also published on the church website and Facebook page. As well, Jane created a larger poster that was put up on the church bulletin board and the community bulletin board in the church hall, where people who attend classes and events could see it.
- The team promoted the Dec. 14 Cordova Café and Bake Sale by placing a notice in the Times Colonist newspaper's online events calendar. The paper also placed a notice in the Go listings of its Thursday printed edition. As well, the café and bake sale was promoted on the church website and Facebook page. The team also spent \$40 for a Facebook ad. The ad ran for a week and reached 2,125 people.
- Jane, Ron and seven-year-old Rio Norman Millan teamed up to support the Angel Gifts program for Our Place. The congregation had a goal of buying Christmas gifts for 75 people in need. However, we easily surpassed our goal – providing 82 gifts worth more than \$4,000.
- The Communications Team supported Messy Christmas on Nov. 29 by promoting the event on Facebook, the website and in the Times Colonist online calendar. The Team followed up with a story and photos of the event that were included in the church announcements and posted to the church website and Facebook page.
- With the increase in September in programs and events at CBUC, Jane created a weekly listing that she posts in the announcements. Church activities are listed in yellow and non-church activities in white. The busiest days had six activities each day starting at 8:30 am and running past 7 pm.

- The Team carried out a coordinated campaign for Lent and Easter. A Facebook ad ran for 7 days and cost \$60. Jane designed the ad, which reached 3,167 people. In addition, Jane and Beth posted a daily devotional to the church Facebook page during Lent on the theme *Finding Faith With Peter*. The devotionals generated considerable activity on the church Facebook page, including comments. The daily devotionals continued until mid-April.
- The Team promoted the first-ever CBUC Boot and Bake Sale in June. A notice was placed in the CHEK-TV and Times Colonist online calendars and was published in the TC Go calendar in the Thursday print edition. As well, a Facebook ad ran for nine days and reached 4,221 people. The ad cost \$45. Jane again designed the ad and a poster.
- Jay Parsons designed a church logo that is now used on T-shirts, the new church banner and other promotional materials.
- The Team promoted the fundraising concert called An Afternoon of Music with Toshiko Tampo, in support of Our Place and the work of CBUC. There was a Facebook ad campaign, as well as notices in the Times Colonist and CHEK-TV online calendars.
- The Team worked with Moira Dennis, Lynn Dennis, Willa Burke and Glenn Parsons to coordinate and staff a table at Cordova Bay Day in June. The focus for the day was on children, with about 40 children taking part in fun activities.
- The Team also set up and tested software on the new laptop that is now being used for livestreaming.
- The Team successfully transferred the church website from Shaw/Rogers to Easy on Net. As well, church emails were switched to Easy on Net. Both the website (cbunited.ca) and individual email addresses remain the same.

Finally, a big thanks to everyone who worked so hard last year to get the word out about the good things happening at Cordova Bay United Church.

*Submitted by
Ron Norman*