

Communications Team 2022 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 Nancy Walker, Pastor Beth Parsons and myself. Leslie Shumka, Jiemei Li, Joanne Thomas and Stephen Godfrey also contributed to the team this year.

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.

In 2022, the team carried out five communications campaigns: one during Lent/Easter, another for the Country Fair, a third for Celebration Sunday in the fall, a fourth for the Cordova Café and a fifth during Advent/Christmas. The goals of the campaigns were:

- To inform our church community and our local and regional communities.
- To reach out and invite regular church-goers as well as those who attend infrequently or haven't attended in some time.
- To invite our neighbours – locally and regionally.
- To build our church community by increasing attendance.

The campaigns cost about \$910: \$320 for advertising and \$590 for a new sandwich board. The campaigns used a variety of media, including social media (Facebook, Instagram, Messenger), the church YouTube channel, the church website, newspapers (Times Colonist and Saanich News – print and online), local newsletter (The Cordovan – print and online), a sandwich board, posters (print and online) and door-to-door pamphlets.

The first campaign ran from April 5-16 and promoted the church's Lenten, Holy Week and Easter services and activities.

Jane put in place a comprehensive Lenten and Holy Week devotional program for the church website and Facebook using the *Full to the Brim* materials that were also used in the Lenten and Holy Week worship services. The complete package of devotionals was posted on the church website and a

weekly devotional was posted to the church Facebook page, offering commentary, poetry, visual art, and written reflections.

For Holy Week, the Worship team scheduled a series of services beginning with Palm Sunday and including Maundy Thursday, Good Friday and Easter Sunday. Except for the Maundy Thursday service, which was recorded, the services were offered in-person and via livestream.

The Communications Team then promoted the services with an ad campaign using Facebook and Instagram. The theme was: "This Year Make Holy Week Special. Join us as we journey from Palm Sunday to Easter". The ad cost \$40 and ran for seven days (April 5-12). It was targeted at people aged 18+ within 20 kilometres of Cordova Bay. It reached 2,016 people and had 104 engagements.

Jane also prepared a poster with the same invitation and sent it to all church members, including those who hadn't attended recently. For those not on email, she sent it via Canada Post.

We then ran a similar campaign for Easter Sunday. Jane again prepared the ad, and it ran on Facebook and Instagram for four days (April 12-16). It said, "You are invited to celebrate Easter with us" and included both in-person information and a livestream link. It cost \$56 and reached 2,221 people, had 94 engagements and was shared five times.

The Holy Week and Easter services were well attended, in-person as well as online.

On the church YouTube channel, the Palm Sunday livestream service had 112 views, the Maundy Thursday service had 103 views and the Good Friday service had 87 views – all far greater than the numbers who have historically attended in person.

The Easter Sunday service had 140 views.

The Communications Team also supported the Country Fair with an ad on Facebook and Instagram. The ad cost \$40 and ran for four days. The team also prepared a news release that was sent to the Times Colonist, Saanich News, Peninsula News and Victoria News. While the papers didn't use it, a free item was placed in the Times Colonist online calendar.

The fourth campaign was Celebration Sunday on Sept. 11. The campaign's theme was: "Kick Start Your Fall with Celebration Sunday". It invited people to attend either in-person or via livestream.

One part of the campaign was a \$50 ad on Facebook, Instagram, and Messenger. The ad ran for six days and reached 4,791 people.

As well, Jane again prepared a special invitation that was posted to the church website and sent to everyone connected with the church by email or Canada Post.

Joanne Thomas, Orma Paton, Jean Hazemi and Arnette Anderson from the Caring Ministry telephoned about 30 people who hadn't attended church for a while.

The result was a large crowd in the church as well as 113 people who viewed the service on the church YouTube channel.

The Communications Team worked with the Caring Committee and Stephen Godfrey to create and purchase a new sandwich board. A series of double-sided interchangeable inserts were created promoting church events and activities like the Cordova Café, Messy Church, Sunday services, and Advent and Christmas Eve services.

To help promote the Cordova Café an article was printed in The Cordovan newsletter and Joanne Thomas and her Caring team delivered flyers door-to-door in the church neighbourhood.

The Communications Team created another campaign for Advent and Christmas.

Once again, Jane put in place a comprehensive devotional program for the church website and Facebook using the *From Generation to Generation* materials that were also used in the Advent, Christmas, and Epiphany worship services. A daily devotional was also posted to the church Facebook page and a complete package of the devotionals was printed and made available to those who wanted them.

Again, the team used two ads on Facebook, Instagram and Messenger. The first ad cost \$35 and ran for seven days just before Advent.

It said: "Looking to get in the Christmas Spirit? Join us on Sundays at 10 am and at our special events through the season".

The special events included times and dates for Messy Church, the Community Carol Sing, the Bluegrass Christmas concert and the Victoria Arion Men's Choir concert. The ad ran Nov. 20-27, reached 1,186 people and had 12 shares.

As well, Joanne Thomas delivered about 50 flyers to homes throughout the church neighbourhood promoting our Advent services and special events.

The second ad ran from Dec. 19-24 and cost \$50. It promoted the Christmas Eve services: "Join us this Christmas...online and in-person". It reached 685 people and 12 people clicked on the embedded links.

The 4 pm service on Dec. 24 had 108 views, while the 8 pm service had 45 views.

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*