

Communications Report

Updates:

Communication is a vital part of sharing who we are and what we have to offer at St. John's with our own members, the diocese, and the community at large. We communicate weekly through the **bulletins**, announcing upcoming events, services, and other happenings in the Church. Sundays also afford us the opportunity to use our **Welcome Home Brochures** to welcome our guests and learn how to serve them better. In addition, we continue to **advertise** our weekly services in The Township Times and special services are published in the Saginaw News and Saginaw Choral Society Programs. St. John's also continues to be represented in the **West Saginaw Civic Association**, a collection of like-minded businesses and non-profits, that meet monthly to bring a spirit of community to Old Town Saginaw through joint advertising and community activities such as Holidays in the City. This summer we also initiated **a new parish photo directory** (the first in 10 years) to represent the growth of our shared parish life together. The finished product should be available in early 2010.

The Messenger, our parish newsletter, continues to thrive and produce a balanced report looking forward to fellowship, recognition of past events, and perspective on faith matters! Each month, we report all the great things that are happening at St. John's through Outreach, Music, Visioning, and Ministry. Articles are generally produced by our staff and those leading specific events, however, anyone with a special thank you, photo, or event to report may contact the parish office with their contributions.

Our website (www.stjohns-saginaw.org) provides our members and those of the worldwide community with essential information about St. John's. This year, we **re-launched** our website to feature a more user-friendly navigation and modern look. You will find quick access to current events, current and archived newsletters, diocesan and national news, information on ministry, contact information with interactive maps and directions, as well as our interactive Google calendar. Our newest modification is the addition of **Paypal** to accept online donations to specific funds or for member pledges.

Constant Contact, our email campaign service, offers St. John's an affordable, efficient, and prolific way to stay in contact with members and guests alike. With this service, St. John's can manage specific lists of email address and send colorful and detailed messages to our target audiences. These emails can put their recipients' in direct contact with our offices or more information on our website which helps our communication technology work together! To date, St. John's has nearly 200 subscribers to our e-news. If you would like to be added please visit our website today!

Looking ahead:

St. John's will update and modify our communication to continually meet the needs of our parish and community. However, I encourage members here at St. John's to also use these tools personally because there is no more welcomed form of communication than to hear good news from a friend.

Respectfully submitted,

Amy Simons,
Communications Coordinator

