

December 8, 2020

To: Congregation Council

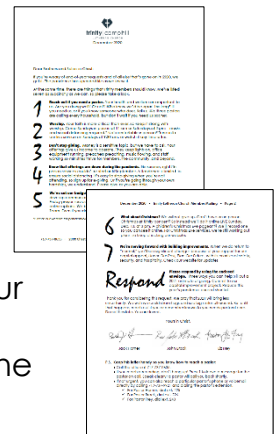
**From: Stephanie G. Maurer
Director of Communications**

Re: Report to Council – Activities Nov. 11 through Dec. 8

- Working with Tim Koch, developed marketing card strategy and supplied design concept to Konhaus Marketing for our online Christmas at Trinity concert. Postcard was mailed to approximately 1,700 people from our member and concert series patron lists.



- Developed stewardship letter with remittance envelope mailed to 1,200 members in early December asking for help in 3 ways:
 - Return estimate of giving for 2021
 - Contribute to *Honor Our Past, Plan Our Future* capital appeal
 - Contribute to reduce our pandemic-caused offering shortfall
 Prior to mailing, the letter was discussed with and reviewed by our Stewardship (Give, Serve, Lead) Team Chair Mike Schwalm, Finance Committee Chair Daryl Ackerman, Finance Director Paul Hensel, and our three pastors. Any comments were incorporated in the final letter. Furthermore, to enable us to track the origin of responses (the letter or the November *Trinity Stories* mailing with a similar envelope), the envelope verbiage differed slightly.



Also developed format for analytics of remittance envelope responses that will be helpful in strategizing future mailings; am tracking as envelopes come in.

- Worked with Danelle Andrews on stewardship videos, wrote weekly bulletin announcements, worked with webmasters on website updates, worked on e-blast copy with Debbie Wilson, attended Zoon Council meeting, attended virtual staff meetings, continued to come in office 2x a week, worked remotely from home on other days.