



January 12, 2021

To: Congregation Council
From: Stephanie G. Maurer, Director for Communications
Re: Activities through December 2020
Also Annual Report for 2020

December Report

December included the usual activities of writing bulletin announcements, working with webmasters, working with Debbie Wilson on e-blast, attending weekly Teams staff meetings, attending Zoom Council meeting, coming into the office two days a week, and working remotely from home. In addition, I continued to analyze the responses to our December mailing that enumerated 7 points and included a remittance envelope asking for help in 3 ways: return estimates of giving, commit to capital appeal, and reduce the pandemic caused shortfall.

See the next page for my 2020 Annual report.

2020 Annual Report – Director for Communications

Just as it did for everyone, the Year of the 2020 Pandemic brought challenges and opportunities. Who knew the pandemic would go on this long?

The first three months of 2020 began with routine communications as reported and memorialized in the first two *Trinity Parish* newsletters of Jan-Feb and Mar-Apr. There were two dozen photos from our five Christmas Eve services where attendance topped 2,000, news of our January annual meeting, new Council members, the chili cookoff, members welcomed in February, and upcoming Wednesday Connect sessions and concerts and VBS and—of course—Lent and Easter. We even designed creative Easter service billboards to take advantage of prime outdoor space donated by a member.



Then, BAM, everything changed with COVID-19.



About a week before Easter, we mailed letters to 1,800 members and friends explaining that in-building worship was suspended. No in-house Easter, no billboards. Very sad, very un-Trinity. But just like that we found new ways to worship, connect, and serve while living the message that, per Hebrews 13.8, “Jesus Christ is the same yesterday and today and forever.” Trinity’s livestream worship was born thanks largely to Jon Lobaugh and Danelle Andrews (Danelle has since joined the staff part time as Director for Digital Media, greatly expanding our social media presence), and we were back in business. Different, but back and growing. New ways to communicate—more online by necessity, but reaching folks technically uncomfortable, unconnected, or homebound with offers of technical help, mailings, DVDs, and pastoral phone calls.

Of special note is that, in November, we released our new annual publication, *Trinity Stories*, mailed to all members and friends. That publication, along with a newsletter launched in October to accompany members’ quarterly giving statements, replaces the *Trinity Parish* that had become a repeat of bulletin announcements and that, when published primarily online, got lost in the clutter.



Also of note is that, in our 2020 communications, including an end-of-year mailing coordinated with our Finance Committee, our Capital Appeal Team, and our Give, Serve, and Lead Team, we have also increased the use of remittance envelopes to encourage giving, whether to our regular operating fund that keeps us going, or to our building project, or to help reduce our pandemic-caused offering shortage.

And finally, but certainly not least of all, our website was being enhanced this year thanks to Jessica Sheaffer, Mary Alin Lubold, and Tom Kautz, our diligent and responsible webmasters.

It’s a pleasure to work with my colleagues on staff, as well as with Council, committees, teams, volunteers, and the general Trinity membership.