

January 10, 2022

Report of Stephanie Maurer Director of Communications

December 2021 activities

- Continued normal monthly activities such as writing bulletin announcements, developing bulletin covers, attending staff meetings, working with Director of Digital Media Danelle Andrews and Webmaster Jessica Shaffer, and collaborating with various staff and volunteers.
- Additional things in December included attending all Christmas Eve services to take several hundred photos and upload them to Shutterfly, developing yard signs, and working on other communications such as Valentine's Date night and the Blue Christmas service.

Summary of Jan.-Dec. 2021 activities

Communications projects continued to fill 2021. Routine weekly work included (1) writing bulletin announcements, (2) providing images and copy for Thursday e-blasts, and (3) developing bulletin covers and other collateral communications to illustrate sermon themes and publicize worship services.

Additional work included the development of multiple communications as needed to support all other Trinity activities, whether such activities originated at the "corporate" Trinity level or those originated by our teams and committees. Such communications include but are not limited to graphics, images, verbiage, flyers, posters, banners, yard signs, quarterly newsletters, and member mailings. This year there were also major new projects such as Way of the Cross, a member survey re Covid, and working with a local sign company to develop exterior replacement signage for Chestnut and Market streets (waiting now for installation), as well as initial work on interior signage.

All communications work is done in close coordination and collaboration with others. Particular recognition goes to our Director of Digital Media and our volunteer Webmaster for their exceptional talent, experience, and professionalism, including their contributions of extra time and availability no matter the day or hour.