

October 11, 2022

Report to Council
From Stephanie Maurer, Director of Communications
and Danelle Andrews, Director of Digital Media

Sample of activities September 14 through October 11

- E-blast, bulletin announcements, staff meetings as usual
- Work is almost completed on *Trinity Stories magazine*—huge project that includes interviewing, writing, editing, taking many pictures, working with outside printer. We received nearly 40 responses from our musicians, whose brief stories are featured following the main stories of Tim Koch, Debbie Wilson, and Amy Koch.
- Working on Advent banner-making event communications
- Meetings with numerous staff and committee/team people
- Working on fundraising communications
- Sermon preview videos
- Luther Rose dinner theatre videos
- Social media postings and responses
- Tech crew on Sunday livestream and more
- Fall faith formation event communications and photos
- Library publicity
- Homebound birthday list
- Special event and concert advertising
- Constant Contact metrics
- More, more, more
- Strategic plan communications: Bob Frymoyer asked that we share with Council how we are sharing the strategic plan update. Here is what will appear in the Thursday e-blast (Oct. 13) and will also be placed on the website and elsewhere. (The links will be live in the actual e-blast but not here):

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| Five-point Strategic Plan | See changes around you? Could be the result of our strategic plan! |
| Increase engagement | When you see things happening at Trinity, they may be related to our strategic plan. Read the five-point plan approved by Council HERE . Email Bob Frymoyer HERE with questions or comments. |
| Develop leadership interdependence | |
| Enhance outreach | |
| Expand young adult ministries | |
| Improve budget development | |