

Trinity Lutheran Church P&C Team  
Report to Congregation Council  
December 2017

The P&C Committee has not met since the last council meeting. Our next meeting will be held in January. Here are some updates of what we have been working on:

**Capital Campaign Presentations** – We continue to meet with the Kairos team to discuss plans for a Capital Campaign and what the communications piece of that will look like. We recently rolled out the Capital Appeal Case Statement and will begin further work on marketing materials to be rolled out in early January.

**New Video Equipment** – Approval was given at the last Council Meeting for new video equipment as part of our new “Media Ministry.” The equipment has been purchased. I have had discussions with Zach Weiss regarding the new welcome video as well as videos for the Capital Campaign. Zach has agreed to work on videos that can be used to promote the new building project ideas and a Capital Campaign. When the equipment is not being used to film videos, we will be using it for filming of sermons on Sunday mornings and/or other events throughout the week at Trinity.

**Website** – The new website continues to be working well. Last month there were some internal issues which caused concerns over the security of the website. It turned out that there was no security breach to our website, but out dated programs running on some internal computers. As a precaution, Triple Strength updated our Security package on our new website.

**Social Media** – We continue to build momentum with our social media platform. We are continuing to post more videos and pictures to these outlets. In leading up to Christmas, we have begun doing some more intentional promoting of our FB page. In the last month we have reached nearly 3,000 people on our Facebook page. Over 800 people now follow us on our Facebook Page. In 2018, I would like to see us having a more deliberate and planned out strategy with our social media promotions and postings.

**Live Streaming** – This had been put on the back burner, however it has recently come up again in requests. We will begin discussions of this again in 2018 to understand the licensing requirements as well as the technical equipment needed to make this happen.

Respectfully submitted,

Danelle Andrews  
P&C Facilitator