

May 14, 2018

To: Congregation Council

From: Stephanie G. Maurer
Ministry Director for Communications

Re: Report to Council: April 2018 activities,
(and some May activities)

- **Capital appeal brochure.** On April 15, we released our initial small brochure about the capital appeal. Much of the subsequent time went into the comprehensive 8 ½" x 11" brochure (12 pages total) mailed out May 9 to about 1,550 members and others. Thanks to all who participated in this team effort, whether adding ideas, proofing, or providing narrative information and pictures: Danelle Andrews, Dan Reed, Paul Hensel, and Nancy Martin.
- **Capital appeal Giving Stories.** The next large mailing will serve as a follow-up to the large brochure. It's our booklet of "Giving Stories," a collection of reflections from 32 members about their personal relationship to Trinity and what in this campaign is most important from their perspective. The publication is being finalized with help from Kairos' graphic designer. A special thanks to Jane Killian who collected/edited the majority of the stories, and to the 32 members who submitted theirs.
- **Capital appeal awareness events.** How wonderful it was to be present at the three dinner theatres and the birthday party, to take photos of people having such a great time, and to publish three pages of narrative and photos in the May *Trinity Parish!* The folks who put together these events and who volunteered to help, plus those who produced the timeline and the videos and publicized all on social media, deserve tons and tons of thanks!
- **Other.** Attended April 3 and May 1 Kairos/capital appeal meetings, April 9 Council meeting, April 23 Publicity and Communications meeting, and Tuesday staff meetings. Produced several posters. Continued to work with Nancy Martin on Trinity Today. Wrote and published May Trinity Parish. Designed and ordered "Thanks for worshiping with us" cards and envelopes.

