

## First United Methodist Church Mission and Outreach Communications Guide

January 2023

Justice League (JL) is the point of contact for mission and outreach groups under the JL umbrella. Please refer to the [JL charter here](#). If you are participating in one of these groups (which are listed below in the Church Website section), you are part of the Justice League! JL is here to support mission and outreach groups with questions and proposals regarding:

- recruiting volunteers/participants
- communications of all kinds
- fundraising and finances
- Moments of Mission (MoM)
- Leadership and succession planning
- New ideas

In particular, **JL must be contacted to approve any plan to fundraise, do a MoM, or send a mailing to the congregation.**

**JL Contacts:** Contact [justice@fumc-a2.org](mailto:justice@fumc-a2.org), Lynne Pauer at [Lynne.Pauer@comcast.net](mailto:Lynne.Pauer@comcast.net) or 734.417.3988 cell, Pastor Jenaba Waggy who is the pastoral lead for JL activities, or one of the Justice League organizers: Tori Booker, Ted Brokaw, Wendy Everett, Lynn Palacios, and Mark Wickham. For general questions, the church office (downtown) can be reached at 734-662-4536 or [tina@fumc-a2.org](mailto:tina@fumc-a2.org); the office is open M-F from 8am to 4:30pm.

**Meeting rooms and Zoom links:** Contact Tina Alee ([tina@fumc-a2.org](mailto:tina@fumc-a2.org), or phone the church office, 734-662-4536) to request a room downtown or at Green Wood or a Zoom link.

**JL meetings** are the 4<sup>th</sup> Tues of each month (except December) at 7 pm. Please let us know if you have a topic you wish to discuss, to help us manage the agenda. A summary of the topic, any background materials, and the nature of any request you are making are needed in advance of the meeting. Topics are scheduled for approximately 10 min. Meetings are held on Zoom and sometimes in person as well (hybrid meeting). Feel free to reach out to us in advance with any questions.

**Church Staff & Communications:** Jessica Allison is Director of Communications at FUMC ([Jessica@fumc-a2.org](mailto:Jessica@fumc-a2.org)). In her role she directs and coordinates messaging both within the church community and with the external community. Contact Jessica if you have questions about FUMC's communications or website or to help you get started when you are planning a new activity or event. Jessica can help with getting the word out about an event (website, newsletters, social media, etc). She can also help tell the story of your group's activities (see also the section below: Telling the Story through Photos and Captions). Information about the various communication pathways at FUMC is provided below, many of which include a staff point of contact. For additional information about FUMC staff and their roles, see [Church Staff List | First United Methodist Church \(fumc-a2.org\)](#).

**Church website:** A description of each FUMC mission and outreach program is on the church website [Serve | First United Methodist Church \(fumc-a2.org\)](#). The "Serve" areas under the JL umbrella are bulleted below. Please periodically review these to confirm accuracy, including a current point of

contact. Jessica Allison can make any updates and can work with you on any questions ([Jessica@fumc-a2.org](mailto:Jessica@fumc-a2.org)).

- **Advocacy**. Groups: BIPOC Wellness Group, Creation Care, Disability Ministries, Immigration Law & Justice Michigan, United Women of Faith.
- **Food Insecurity**. Groups: Crop Walk, Hope Clinic, Kenya Mission Project Love Thy Neighbor, Mind the Gap.
- **Housing and Clothing**. Groups: Alpha House (IHN), The Good News Group in Partnership with Habitat for Humanity, House by the Side of the Road.

**The Latest News**: provides announcements about what's happening at FUMC: [Latest News | First United Methodist Church \(fumc-a2.org\)](#). Jessica Allison ([jessica@fumc-a2.org](mailto:jessica@fumc-a2.org)) posts these announcements.

**Events Calendar**: Jessica Allison manages the [church events calendar on the website linked here](#). Contact Jessica ([jessica@fumc-a2.org](mailto:jessica@fumc-a2.org)) to have activities placed on the church calendar.

**FUMC Newsletters (shared via email)**: FUMC newsletters are a great way to share announcements, news, and stories about the good work FUMC is doing in the world!

- "Adult Ministries" monthly newsletter is sent via email the first Thursday of each month and provides a full summary of adult ministry happenings. The "AM Snapshot" (for "Adult Ministries Snapshot") is emailed weekly on the 2<sup>nd</sup> and subsequent Thursdays of each month, provides a short listing of updates for the upcoming week. (These Adult Ministries emails replace the "Know Love Affirm" email newsletter.) A guidance document regarding newsletter submissions is available [here](#).
- There are also email newsletters for Children's Ministry (contact: [Rachel@fumc-a2.org](mailto:Rachel@fumc-a2.org)) and Youth Matters (contact: [Daniel@fumc-a2.org](mailto:Daniel@fumc-a2.org))

**Moment of Mission (MoM)**: A MoM is a presentation during the worship service (Sunday morning, Saturday evening, or both) to share thanks, good news, and seek support for mission and outreach work with the congregation. A Moment of Mission is part of worship, and our hope is to coordinate when one is included with what is being talked about during the worship service. They are an opportunity to share the narrative for the program along with how we are doing this as an expression of our faith or living out our faith; how we help or walk alongside our neighbors and should celebrate the work we are doing as we serve as God's hands and feet in the world. Typically, we won't have a Moment of Mission when special activities are happening during worship, ie. when Holy Communion is celebrated.

Since MoM are part of worship, they need to respect the flow of the service and should not exceed 3-4 min. Pictures, slides and other props are welcome illustrations. A few concrete details are very helpful to include (ex. how many kids did we help?). We can also suggest how best to prepare an impactful MoM and provide examples!

Please contact the Justice League to schedule a MoM ([justice@fumc-a2.org](mailto:justice@fumc-a2.org) and [Lynne.Pauer@comcast.net](mailto:Lynne.Pauer@comcast.net)). Rev. Waggy will review the request to determine whether a MoM may be appropriate, and what date(s) may work.

**Worship slides:** These are slides containing announcements which are presented before and after the worship service, both online and in person downtown and at Green Wood. Please contact Adele ([adele@fumc-a2.org](mailto:adele@fumc-a2.org)) to request a slide announcement. These slides are also shown in the entrance off the downtown parking lot before and after the service.

**Facebook:** A couple of different Facebook groups can be used for announcements at FUMC:

- The [private Facebook group](#) “FUMC A2 Community Group” has nearly 500 members, and any member of this group can post! Just search for this group in Facebook and request membership to be added. It is great to get the word out in multiple ways, so consider posting about program activities to this group.
- The church also has a [public Facebook page](#) which has nearly 500 followers. Jessica Allison can post announcements to this page for you ([Jessica@fumc-a2.org](mailto:Jessica@fumc-a2.org)).

**Instagram:** The church has an [Instagram page](#), which has over 200 followers. There are some terrific photos on this site which illustrate and share the joy of the event. Jessica Allison coordinates these posts ([Jessica@fumc-a2.org](mailto:Jessica@fumc-a2.org)).

**Telling the Story through Photos and Captions:** One option is to present a story through photos, with captions instead of longer text. This would be part of a flyer/newsletter and serves as a final report of sorts, with a typical length of 1-2 pages. Typically, 6-7 photos are included, and the story is shared via the captions. Links to the story/photos can be shared through the online approaches outlined above. Jessica Allison can help put this together; she would need the photos, a brief description of the event that took place (include the who, what, when, where and why), and any specific information regarding each of the photos to share.

**Bulk Mailings:** Tina manages any bulk mailings ([tina@fumc-a2.org](mailto:tina@fumc-a2.org)). She needs to run mailing labels in ZIP code order, which then must be put on the envelopes in that same ZIP code order. There’s a form that needs to be filled out and then the entire mailing needs to be taken to the post office on Stadium Rd in Ann Arbor and dropped off behind the building between 10:00 and 4:00 p.m. Every envelope must have the same sheets of paper in it; otherwise, the mailing is void. Additional tips:

- Marketing research shows that using real stamps (instead of metered postage) increases the likelihood of mail being opened. Postage is charged to the program sending the mailing, or could be billed to an overall Justice League account (please ask if there is a need).
- Include a QR code on the printed materials that takes folks directly to the giving portal of the church if the mailing includes a fundraising ask. Jessica Alison can create a QR code for program donations.
- Make sure that FUMC has the program as an option in the giving menu; if not, contact the business manager, Marty Javornisky, to add the program as an option in the online giving menu.
- Consider including a return envelope (#9) for financial contributions; this is slightly smaller than a standard business envelope (#10) and would be addressed back to the program at church.
- Consider adding something to the outside of the envelope that makes it look different from other mail from church. For instance, on the Youth Christmas Theater mailing, a Christmas tree is stamped on the front. Contact Tina if you would like to have mailing labels or stamps personalized to your ministry.
- FUMC Youth may be able to help assemble the mailing; contact: [Daniel@fumc-a2.org](mailto:Daniel@fumc-a2.org)
- A recent letter is available [here](#) as an example (Habitat for Humanity, 2023).

**Connections:** Groups can host Connections, the gathering after Sunday morning worship; they volunteer to provide snacks for the event and to host at the event. They can provide displays, signage, and signups regarding their activities. This provides an opportunity to share their story. Contact Tina ([tina@fumc-a2.org](mailto:tina@fumc-a2.org)) for an opportunity to host at Connections.