

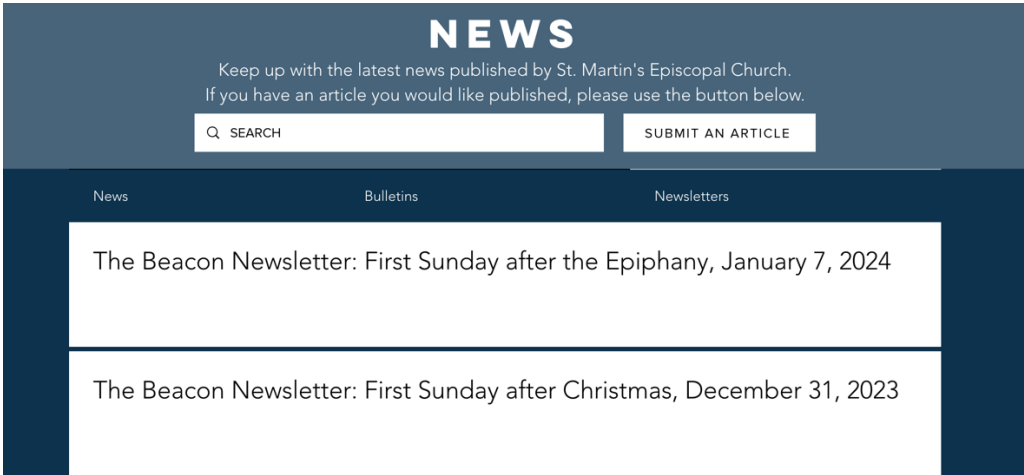
Communications Report

As we close out the year, I'm excited to share the improvements and updates we've made in our communication efforts. It's been a journey of connecting and engaging with all of you in better ways.

Website Enhancements

Newsletters Accessibility

In our effort to enhance the accessibility and availability of our church news, we've revamped the Newsletters section on our website. Now, it's incredibly easy for everyone in our community to stay updated with the latest happenings at St. Martin's. Just head over to the Newsletters section (<https://www.stmartinchurch.org/news>) and you'll find all our recent newsletters neatly organized and readily accessible.



Pledge Page Functionality

Our Pledge Page (<https://www.stmartinchurch.org/pledge>) has been enhanced to include new features such as a pledge calculator and an extensive FAQ section. These additions make the process of pledging more user-friendly and informative, helping our community members understand and participate in our stewardship efforts.

Expansion of Learning Resources

Growth of the 'Learn' Section

The 'Learn' section on our website has been expanded with valuable content such as the Rector's Reflections and Music Notes from Denise. These additions provide insightful perspectives on our faith and are a testament to our commitment to spiritual growth and learning.

Streamlining Communications

Synchronization Across Platforms

In our ongoing efforts to improve our church's communications, I have custom-coded a solution that aligns the content on our website with what appears in The Beacon. This initiative ensures that all information is consistent and current between platforms, something that has become of an issue in the past. This task is a key step in maintaining a unified and cohesive flow of information for St. Martin's.

As I look to the future, my plan is to further develop this system to organize our church's calendar and ensure consistency in the information about our services on the website. This enhancement will facilitate a more integrated and user-friendly experience for our community members.

The screenshot shows a 'Create Article' form with the following elements:

- Buttons:** 'Cancel' and 'Create Draft' (highlighted in blue).
- Input Fields:** 'Article Title' and 'Article Subtitle (Optional)'. The subtitle field is currently empty.
- POST TO:** A list of checkboxes for publication targets:
 - WEBSITE (LONG)
 - NEWSLETTER (LONG)
 - BULLETIN (SHORT)
 - WEBSITE MAIN PAGE (SHORT)
 - CALENDAR (SHORT)
 - SOCIAL MEDIA (SHORT)
- ARTICLE CATEGORY:** A dropdown menu.
- NEWSLETTER & BULLETIN SETTINGS:** A section with a title and four frequency buttons: '1W', '2W', '3W', and '4W' (highlighted in blue).
- DATE PICKERS:** 'START DATE' and 'END DATE' fields with calendar icons.
- Rich Text Editor:** A toolbar with options for Paragraph, text color, bold (B), italic (I), underline (U), list, link, and font size (12pt).
- Progress List:** A vertical list on the left side:
 1. ADD ARTICLE
 2. REVIEW ARTICLES
 3. COPY HTML
 4. SUBMIT BEACON

Calendar Integration in The Beacon

We've integrated a calendar feature into The Beacon to help keep our community informed about upcoming church events. This feature makes it easier for everyone to stay connected and participate in our church activities.

January's First Thursday -- Another Great Gathering!

January's First Thursday Fellowship on January 4 gathering at the Wolf Café was another great night of fellowship,

First Thursdays are held on the first Thursday of each month! 17 people gathered in January—and we look forward to seeing more of you in February!

February's First Thursday gathering will be on February 1 at 6:30 pm at the Wolf—All ages welcome! Invite family, friends, or neighbors!

Add this event to your calendar:



Conclusion

This year's enhancements in our communications efforts have been crucial in strengthening our connection with the church community. We're excited about the positive impact these changes have made and look forward to continuing our efforts in the coming year.