

St. Timothy's Episcopal Church

Evangelism Report 2017

The major focus of our 2016 Evangelism efforts has been **Invite Welcome Connect**. At St. Timothy's, we've been pretty good at Welcoming and Connecting with visitors and new members, but we fall short in the Invite piece. We applied for a Strategic Mission Grant from the Diocese of Texas and received a grant to hire an Invitation Missioner. **Dena Cline** filled this role for 2016 and did a great job of coordinating our scattered efforts into a much stronger focus on Inviting and Welcoming newcomers.

Our IWC Committee is led by **Christopher Eddy** and includes **Marianne Essington, Melissa David, Mary Stark, Mary Claire Becker, Mark Crawford, and Mandy and Clyde Neal**. We are assisted by **Chris Weis, Stephanie Townes, Lela Seay** and others.

One very visible change was the creation of our **Welcome Center** in the room formerly known as Liz Parker's office. Liz had been on our committee and at the last meeting she attended before leaving, she said we really needed to turn that room into a place to meet and welcome visitors and newcomers. **Thanks Liz**, great idea!

Some of our team attended the Invite Welcome Connect conference at **Camp Allen** and some of us were able to attend the **Evangelism Matters** conference in Dallas. It has been exciting to learn more tips and techniques for spreading the word about St. Timothy's and increasing our visibility and effectiveness in the community.

We have actively promoted St. Timothy's activities such as our Pancakes and Jazz Supper, Holy Week and Easter services, our Bluegrass Mass, Jazz Sunday, Blessing of the Pets, our Living Nativity and our Christmas and Epiphany services. We have good participation from our parish in sharing Facebook posts and events, and we have used some paid Facebook advertising and Google Ad Words to promote our events to a target audience in our area. And, we received some great exposure in The Facts newspaper.

Our website is updated on a weekly basis with events and information, and our **This Week at St. Timothy's** email is sent to an email list of 175 people. We average an open rate of 45% which is 2.5 times the normal open rate for groups like ours. Stay tuned to our active Facebook, Twitter and Instagram posts. And, if you are a creative techie, we can always use help in these areas... Hint, hint.

So, it's been an active year at St. Timothy's and **2017 should be exciting** with a new rector and new visitors and new opportunities to Invite, Welcome and Connect.

Thanks for your love, support, and open arms,

Clyde Neal