

LIVING WORD LUTHERAN CHURCH
Evangelism Committee Meeting Minutes
October 13th, 2016

Attendance: Harold Withers, Paul Johnson, Marvelle Weispfennig, Pastor A.J.

Agenda/Discussion:

Review Budget and set Goals for 2017

Budget- reviewed budget, Paul showed us the breakdown of our expenditures so we may evaluate and plan our goals and expenses for 2017. Looking ahead we will still have a few expenses to pay for in 2016:

- Alex Tech Grocery Bingo @ \$350.00
- Ads during the Thanksgiving & Christmas season.
- Return postage and questionnaire/postcards for our Welcome Packets.
- Additional letters for new signage.
- Hinderlie Presentation for Oct. 30th event @ \$500.00 (*this may get divided out of other budgets*)

2016 Budget Evangelism (as of October)

Category	Yr To Date	Annual Budget	Remaining	Proposed 2017
016-02-05-02 New members	8.95	100.00	91.05	200.00
016-04-07-01 Devotional/Tracts	234.70	250.00	250.00	15.30
016-04-07-02 Publicity/Advertising	4,253.12	3,600.00	-653.12	6,000.00
016-04-07-04 Outreach Programs	387.71	1,000.00	612.29	1,200.00

2017 Details Regarding Proposed Budget Increases (*Deadline is Nov. 1st*)

- 016-02-05-02 New members- Increased 100.00 due to postcard/returned postage expenses and any extra additions added to the packets. Pastor discussed wooden crosses; Marvelle had brought up to Pastor the consideration of purchasing some novelty gift item with our LWLC logo on it; something to discuss as a team for input.
- 016-04-07-01 Devotional/Tracts- Increased by 50.00 to help cover the cost of the large print devotional books.
- 016-04-07-02 Publicity/Advertising- Went over budget in 2016 due to lighted sign purchased in July for approx. 750.00. Increased the 2017 budget by \$2,000.00 to allow for cost of advertising in the Cinema Theatre. Added an additional \$400.00 cushion for unforeseen advertising expenses.
- 016-04-07-04 Outreach Programs- Increased 2017 budget by 200.00 to allow for more outreach activities within the communities.

New Business Discussion:

- Look into advertising in Senior Perspective; prices are considerably lower compared to the larger readership that follows them.
- Marvelle will check on the Cinema Theatre status. **STATUS UPDATE ON THEATRE PER JIM'S FEEDBACK FRIDAY MORNING-** there is a change in ownership that will take place at the Cinema in two weeks. **Marvelle sent the Cinema an e-mail regarding our position on the waiting list and strong interest in being included in their advertising program. Marvelle will also follow up with a phone call in a few days.**
- Discussed the questionnaire for the visitor packets; all felt it should be kept short and simple. Marvelle will put a sample together and share with committee for everyone's input.
- Details: Include questionnaire with return postage for our visitor packets.

Evangelism Committee Proposed Goals for 2017:

- Host Quarterly Evangelism Events. Focus on events that offer support and tools to our congregation to be affective evangelists.
- Incorporate a new method of marketing to the public. (*Discussed: Be more visible in the public*)
- Offer two new member orientations per calendar year. Include a formal lesson plan for our new member orientation that teaches Lutheran Theology. (*EX: The 3 Keys to Lutheran Theology*)

NEXT MEETING:

Thursday November 17th, 5PM

CLOSING: Lord's Prayer

Minutes provided by:
Marvelle Weispfennig/Secretary