ERIC HAITZ
COMMUNICATIONS INTERN

Western Iowa Synod
Evangelical Lutheran Church in America
God's work. Our hands.

SYNOD ASSEMBLY REPORT

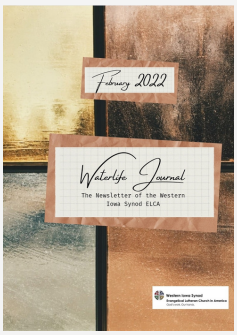
APRIL 13, 2022

PHOTO: ZION LUTHERAN CHURCH, GOWRIE, IA

HTTPS://WWW.WISYNOD.ORG/

Communications Goals

Communications goals since January 5th, 2022 :



1. Grow interaction with synod media including email and social media (Email- increase of 20%, Facebook increase of 77%)
2. Rename and give a modern look to the synod newsletter/ custom design (Waterlife Journal)
3. Add to synod presence in congregational life by visiting one congregation per month (St. Paul LC, Missouri Valley, St. Mark LC Sioux City)
4. Preach in one congregation per month (St. John Council Bluffs, Emanuel)
5. Lead one devotion per month with synod staff
6. Attend text study with local pastors once per week

MEDIA COVERAGE & TEMPLATE DESIGN

LSI (x4)

ELCA posts

MLK Day

Anna Madsen Visit

Waterlife Journal February & March 2022 (18 pages each)

Wartburg J-Term Students Rural Immersion

Staff Congregation Visits (x 9)

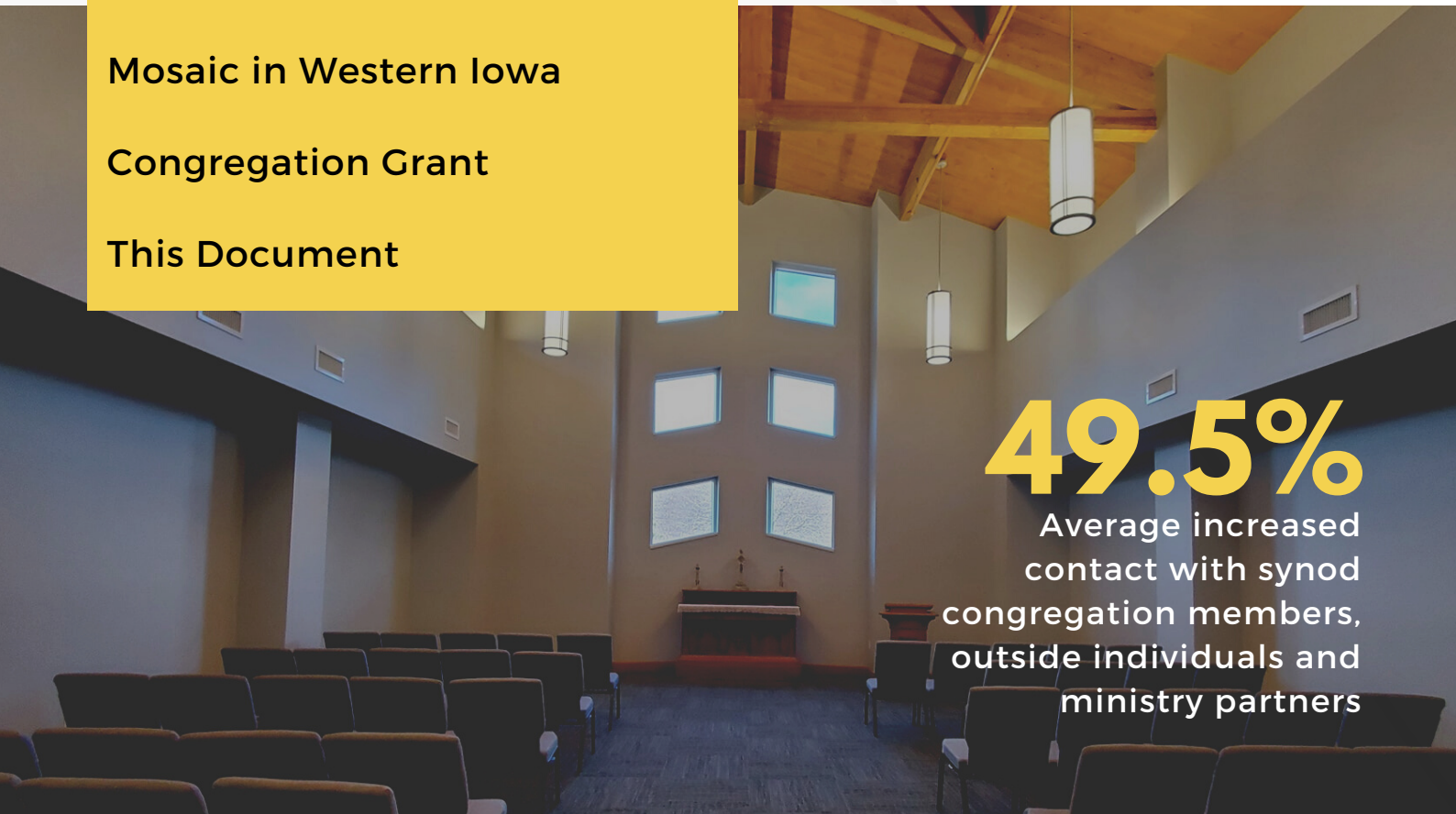
Black History Month Special Edition

Women's History Month Special Edition

Mosaic in Western Iowa

Congregation Grant

This Document



49.5%

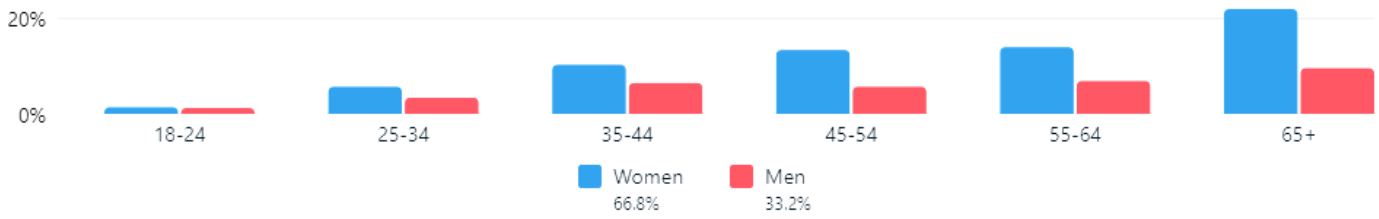
Average increased contact with synod congregation members, outside individuals and ministry partners

DEMOGRAPHIC & LOCATION

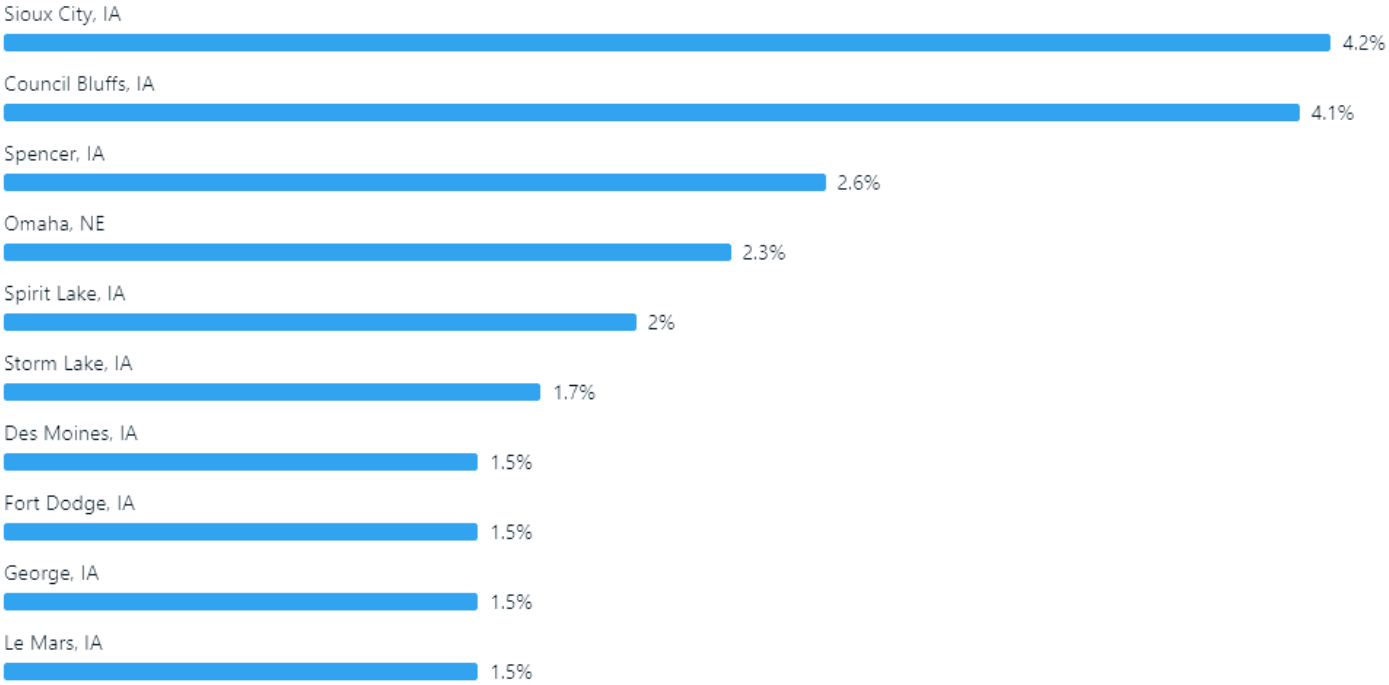
Facebook Page Likes

663

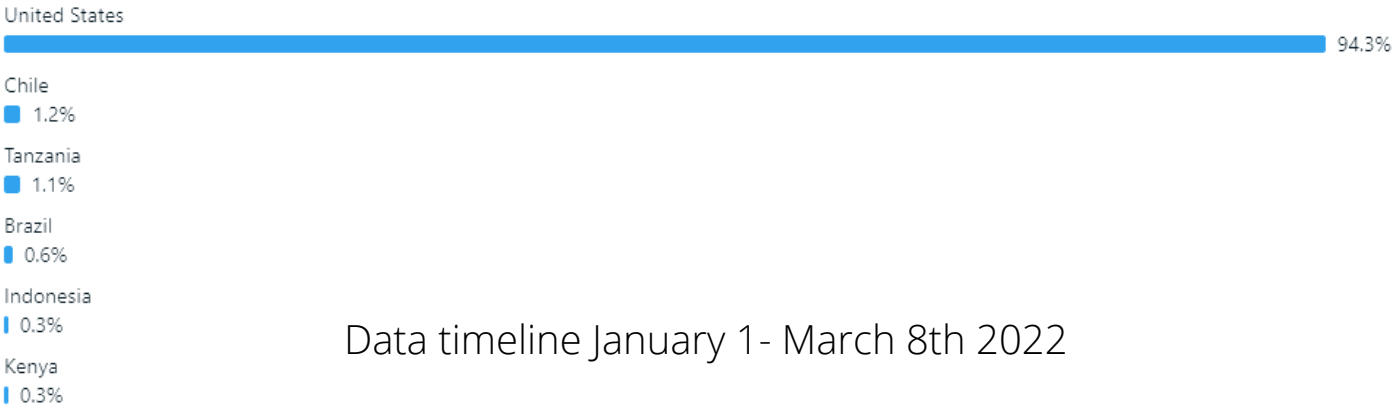
Age & Gender



Top Cities



Top Countries



Data timeline January 1- March 8th 2022