

Hello Dear Friends on the James Bay United Church Board of Directors,

It is my great pleasure to submit this report on the Communications Strategy and Plans in 2025 for James Bay United Church, and recap 2024. As we move forward into this new year, our focus remains on fostering connection, engagement, and outreach—both within our congregation and in the broader community. Through intentional and thoughtful communication, we aim to support the church's mission, strengthen participation, and enhance the visibility of our programs and initiatives.

I look forward to your insights and collaboration as we work together to build bridges and share the spirit of JBUC in 2025.

Wishing you all the best of the season!

Sincerely,

Zunaira

### **Communications Board Report February 2025**

**Summary:** Over the year 2024, communications efforts have expanded significantly to engage our congregation and the wider community. For the next year, through various digital and print mediums, we will work to promote church programs, special events, and fundraising initiatives. There will be particular focus on increasing engagement, improving visibility, and aligning our messaging with the 2025 theme, *Building Bridges*.

## **Key Accomplishments in 2024:**

- **Postcards:** Two major postcard campaigns were completed in 2024—one for Welcome Back Sunday and another for Christmas. In addition, a Lent & Easter postcard is also in development for 2025.
- **Fundraiser Promotions:** Supported the Chair Campaign, Thanksgiving Fundraiser, and Refugee Fundraiser through content creation and distribution. The effect of communications was visible as we were not only able to meet but exceed our goal for the fundraisers thanks to the power of our amazing teams, messaging, and outreach efforts.
- **Ministry Collaboration:** Regular communication support has been provided to various ministries:
  - **Weekly:** Tuesday Night Jazz, Worship Ministry, and external event promotions.
  - **Monthly:** Thrift Shop, Music Ministry, Refugee Ministry, Healing Pathway Ministry, and others.
- **Rack Card Development:** Work began in 2024 but postponed to incorporate new children's programming. The final version will be released this year.
- **Window Wonderland:** Managing information that goes on the website, event creation, and graphic design while working alongside Gordon, who has taken the lead on this initiative, to ensure the church's participation.
- **Progress Reports & Event Planning:** Regularly providing updates to the congregation via the newsletter and website. Current projects include Ash Wednesday, Shrove Tuesday planning, with upcoming work on Lent & Easter events.

- **Increased Print Promotions:** Moving forward, printed posters for various events will be a bigger focus.
- **Theme Integration:** A major focus on *Building Bridges* this year. After revealing the theme via the newsletter, work is underway for the banner reveal. A storyboard for this is in place, and Gordon is assisting in recording a *Building Bridges* short reel featuring Rev. Greg Powell. Additionally, we have started collecting feedback from the congregation about what *Building Bridges* means to them, which will be integrated into communications and worship plans for the year.
- **Social Media & Online Presence:** Increased collaboration with online users to expand outreach. Pacific Mountain Region (PMR) newsletter has been leveraged to promote significant events both online and in-person.
- **Newsletter Growth:** There has been a noticeable increase in newsletter subscriptions, showing growing interest in our events and activities.
- **Signage Strategy:** Changing outdoor signs twice a week has allowed for more experimentation, increasing visibility and engagement with a wider audience.
- **Expanded Graphics & Web Content:** A wider variety of graphics have been created to enhance the visual appeal of social media posts and the website.

### **Looking Ahead:**

- **Deepening Engagement:** A focus on deepening engagement through a mix of print and digital media, with an emphasis on refining messaging around the *Building Bridges* theme.

- **Music Page Development:** A major project for 2025 will be the creation of a separate music page on the church website, which will reflect the Music Ministry and all of its events and programming.
- **Business Cards:** Completion of business card projects for key staff, including Rev. Greg Powell (Worship Ministry), Jennifer Turner (Music Ministry), and Kelby MacNayr (Arts Ministry).
- **Postcards for Key Events:** We will develop postcards for Easter, Welcome Back Sunday, and Christmas to promote these key events and engage our community.
- **Paid Social Media Ads:** A 2025 goal is to implement paid social media ads for major events, such as Easter and Christmas, to reach a broader audience.
- **Brochure Development:** If time permits in 2025, work will begin on brochures for various ministries, originally created for the Volunteer Fair, to provide updated materials for newcomers and community members.
- **Continued Communications Support:** Ongoing support for various ministries, fundraisers, and community events while seeking innovative ways to connect with both our congregation and the broader public.

**Submitted by:**

Zunaira Mustaqeem

Communications Coordinator