

Columns

Communications Resources Abound



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Greetings!

Communication. Often a problem; always a concern. An issue that is in some way part of the discussion of virtually every committee meeting of the synod.

When the initial survey results came in (on those little yellow sheets filled out during Advent last year!), communication was one of the four overall concerns along with leadership,

witnessing and discipleship. Beyond a resolve to work with heightened awareness of communication in all that we do, in July the synod, with Thrivent's help, provided a workshop for parish communicators called "Church Communications Made Easier." Led by Annie Lynsen, synod communications director and me, these workshops were aimed at

bulletin creators, newsletter editors, and webmasters. Five workshops were held around the synod, and attendees received a free book and an abundance of resource material, including annotated Internet resources.

**Attendees at the
church
communications
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Two of the most helpful things we can do for each other is to share "bright ideas" that have worked well in a congregation – such as efforts in stewardship or finding new members; and to share news of upcoming events in our congregations that might be of interest to people nearby – such as concerts and special speakers or programs. The new "Ideas" discussion board on our web site and our events pages are available for these purposes, and we hope for givers and takers – those who will share what they have to offer and those who are looking for possibilities.

Visit our web site and browse for a few minutes. You will find so much there that is helpful and of interest, so much that we are trying to communicate to you!

Blessings in Christ,

Shirley