

2018 Communications and Marketing

Cynthia Perdigao, Michael Mooney

Cinde is working remotely in coordination with Michael to provide website updates, graphics for print and online and website updates, calendar events and design. Michael manages office and church tasks M-W.

Marketing

- Increased social media posting to daily postings of events, classes and service times (Facebook, Instagram, Twitter)(Cinde/Michael)
- Guest speaker graphics, promotion and event creation on social media(Cinde)
- Promotion of holiday events in local newspaper (Cinde)

Website

- Complete comprehensive update of web calendar and real-time descriptions of events (Cinde)
- Timely holiday event schedule and registrations (Cinde/Michael)
- Increased and updated UOTR classes and workshop registration listings(Cinde)
- Updated and increased guest speaker page and workshop registration(Cinde)
- Update of staff and ministry pages(Cinde)
- Upload of annual reports for the current year(Cinde)
- Coordination with workshop instructor to promote and contact workshop participants(Cinde/Michael)

Office and Sunday Service

- Office Communication and tasks (Michael)
- Bulletins prepared weekly and given to volunteers to distribute(Michael)
- Special service bulletins and other materials (Michael)
- Weekly update of Spiritual Resource Center(Michael)
- Paper sign up management at Spiritual Resource Center (Michael)
- Table top graphics for Hospitality(Michael/Cinde)
- Wed. night promotion with updated schedule and graphics(Michael/Cinde)
- Sunday service Order of Service (Michael)
- Sunday service facilitator communication (Michael)
- Weekly Multimedia for Sunday Service/Special services (Cinde-uploading by Michael)
- Weekly, monthly data entry (Michael)

Livestream and YouTube

- (Michael) set up of weekly YouTube events, Sunday service(Michael)
- YouTube/Livestream website update (Michael)

Newsletter

- Author, design, update weekly newsletter (Michael)