

## **Communicating ABC Identity Action Group Notes**

**Friday, October 16, 2020, 2:00 pm to 3:00 pm**

**Leader: Bonnie Higgins, Staff: Bridget Lipin**



### Notes

Attendees: Bonnie Higgins, Kurt Kaufman, Marilyn Malone, Bridget Lipin (staff)

Absent: Ken Atchison, John Campbell, Patrick Embley, Janice Fletcher, Jose Manuel Magana, Ralph Marks, Bryan Roberts, Angela Russell, Rosa Sierra

1. Bonnie Higgins opened the meeting in prayer.
2. Welcome and Introductions – team members introduced themselves and gave a background of their work within ABC.
3. Action Group's Link to Mission Resource Development department with the ABCUSA Office of the General Secretary

Bridget Lipin discussed the history of the Action Group, and noted that Marie Onwubuariri will be beginning service with ABCUSA in January in the role of Associate General Secretary for Mission Resource Development. The group discussed scheduling a meeting in February/March once Marie is settled, to get to know her and begin to work with her in MRD.

4. Discussion regarding review and promotion of United Mission

How is United Mission promoted in your area?

Wisconsin – United Mission week, bulletin boards, etc., not super heavily promoted.

United Mission is not highly promoted in Denver

Albany/ABC of New York State – United Mission is part of the church budget. The others are offerings, promoted in addition to United Mission (OGHS, WMO, AFC, RMMO). They are also promoting the mission of the Region – more \$ goes back to the region

Maine – competing (friendly) with other churches to see who can be the highest United Mission giving church

PA – United Mission often in the budget

In lieu of Covid-19, some churches closed for a while, some went online right away. People across the country began participating in local services. Covid brought online worship out for a lot of pastors, and they are reaching many more people than before.

United Mission giving is a decrease of about \$550,000 from the prior year. This represents a reduction of 13.94%.

Paycheck Protection Program of over \$600,000 will potentially make up for the loss in United Mission support received by ABCUSA.

Can we recoup for 2020? What can we do for 2021?

Can we talk with Tina Kiernan and ask her to pull the region giving list with United Mission giving for each church? Can we send these reports to all BGM directors? It would be helpful for all the representatives of each area/the states to have the information. With everything happening with Covid, this is something that may have been forgotten about.

What about a box or something to send to churches? United Mission box?

We need to get out of survival mode for 2021 – we need to move forward. Churches are not well in tune with what United Mission does.

In NY, Jim Kelsey has worked really hard to connect congregations to the region. Include wording “Thank you for supporting United Mission. This is what United Mission does...” Tell people, “this is what your money is doing.” Personal connection is very important. United Mission doesn’t have the same connection with people that the special offerings do. People don’t know what it does or connect with it.

However much we can promote what it is we are doing and why, how it connects with individual congregations.

People don’t have that information even from 3-4 years ago.

Can we get updated material to the directors region/state?

Send information to incorporate into online worship to churches/regions.

Other promotional offerings include: Video clips – 1 or 2 minutes – use in person and also online; Children’s talk connecting to the videos; Copy of letter and bulletin insert information provided in churches

Personal response is very important in churches. Congregation members are also promoting by recorded video message to be shared in virtual services – could we provide a script or talking points?

What about resources from the United Mission flash drive? Can we update or use the pieces that are included on the flash drive and share so that churches can use them?

When churches receive boxes from other offerings, people get excited. People don’t know what United Mission is and don’t understand what it is.

We need to keep leadership well-informed so that we can keep it in the forefront and keep United Mission in the budget of churches.

We will schedule a meeting with Marie Onwubuariri when she comes on board in early 2021. Tina Kiernan (United Mission Coordinator) will be invited to join the early 2021 meeting too.

## 5. Closing Prayer