

MEMO TO: St Mary's Vestry
FROM: Mark Hier
DATE: April 27, 2021
SUBJECT: New Members Report

As the New Members liaison, I am pleased to report that so far in 2021, St Mary's has enjoyed a strong influx of new members and potential members. Since the beginning of the year, 18 persons have submitted "New Member" data forms, and we have received "Visitor Cards" from 16 individuals. All of them have received an email from Jane Gilson and a phone call from me welcoming them to the church.

Genie Dupell has entered the information from the data forms into the church's database and sent "Welcome" packets to the visitors who provided their postal addresses. The packets include a welcome letter from Father Todd, our annual report, the Ministry Guide, a data form and a pledge card.

Here is some demographic information about these individuals:

- There are 13 couples and eight singles;
- 19 are women, 15 are men;
- Ages range from 35 to 87, and the average age is 63;
- Denominations include Episcopalian, Roman Catholic, Congregational, Lutheran, Methodist and Armenian Apostolic; and
- As expected, some attend church online and others attend in person.

In addition to welcoming these new members and visitors, Genie, Jane, Kara Puac and I refined the process by which we do so. We also are planning to host a New Members gathering sometime in May.

Moving forward, we are:

- Revising and updating our communication materials;
- Developing consistent messaging for all of our communication channels;
- Mapping new member contact points, both in-person and digital;
- Exploring *Invite.Welcome.Connect*, an Episcopal ministry designed to help churches increase membership, to determine whether or not it is appropriate for us; and
- Planning to reinstate our monthly New Member Orientations once such gatherings are again possible.

The role of New Members liaison is a new one for me, and I wish to thank Father Christian, Genie, Jane and Kara for their helpful assistance and good counsel. Without them, this report would not be possible.

Respectfully submitted,

MBH