2023-2024 Communications Plan

Updated 10/2023
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Strategy
Developing our Communication Plan

**Strategy**

We provide content based on a strategic plan to maximize efficacy of content, accuracy of reach and thoroughness of delivery.

**Message**

We will focus our messaging on promoting the brand, addressing disaffiliation, and legislative priorities.

**Audience**

We are identifying differences and nuances within our key audiences (Member/Leader/Seeker) that will allow us to reach precisely defined subsets.

**Channel**

We are using our channels to distribute content that is unique to the needs of every user.

**Content Plan**

We provide content based on a strategic plan to maximize efficacy of content, accuracy of reach and thoroughness of delivery.
Since 1972, when the church’s teaching about homosexuality and the parameters of its ministry to, with and by LGBTQI people became a part of The Book of Discipline, The United Methodist Church has struggled. In 2019, when the Special Called General Conference passed the Traditional Plan, the debate around this only intensified.

The UMC has seen an unprecedented number of disaffiliations with the use of Paragraph 2553 in the Book of Discipline starting in 2019, now equating to just over 20% of US churches (this number will not be final until the end of 2023).

Due to the global pandemic, GC 2020 has been delayed twice and is now scheduled for 4/23 – 5/3, 2024.

The church is grappling with tremendous change in the way it operates and ministers to its community due to continuing effects of the pandemic.
Communications Approach

**Align**: We will align our messaging across channels with defined audiences and schedules.

**Clarify**: We will clarify our UMC brand identity for the church.

**Lead**: We will lead with strategy rather than resources, enabling us to build strategic initiatives around our vision.

**Listen**: We will listen to our audiences and church leaders to develop appropriate resources and messages.

**Embrace**: We will embrace the digital world, leading the way with the latest technologies.

**Balance**: We will work in a balanced and coordinated team environment.

**Collaborate**: We will collaborate rather than work in self-isolated teams, and we will nurture a cooperative environment.

**Leverage**: We will leverage people’s skills across our channels and media, maximizing our staff’s talents.

**Be proactive**: We will anticipate communication needs to best serve the church.

**Think globally**: We will think globally in all we do, building an agency that supports the international footprint of our denomination.
STRATEGIC OBJECTIVES

Produce messaging that encourages and inspires to engender hope among member and leaders of the church helping define the brand.

Create, utilize and promote stories from within the church that showcase how The UMC is fulling its mission all around the world in powerful and inclusive ways.

Aggregate, produce and share resources to equip leaders with the tools they need to help guide their congregations through this challenging time.

Ensure that the messaging and storytelling are available and relevant to the members of the global church. We will build communications in the major languages of the church that are contextual and relevant.
Messaging
Messaging Focus Areas

**Promoting The Brand**

Across all channels and to all audiences, projecting and amplifying a vision of the church that inspires and unites by reflecting the identity of the church.

**Addressing Disaffiliation**

Provide clear support and guidance for those churches and leaders navigating disaffiliation.

**Elevating Legislative Priorities**

**Global Regionalization:** This proposes a restructuring of the worldwide Church based on equity and respect for each regional mission context. This is an important step toward decolonizing both polity and relationships.

**Revised Social Principles:** This legislation, offered by the General Board of Church & Society, is the work of more than 4,000 United Methodists from around the world, representing 8 years of service to this project. It *updates and improves our existing UM Social Principles*, with a more succinct, theologically grounded document that better reflects the global nature of The UMC.
Messaging Approach

➢ Stay focused on the positive
➢ Leverage existing common ground
➢ Demonstrate aspirational values
➢ Tailor messaging for audience and context
➢ Engage the diversity of the connection
Audiences
We are identifying differences and nuances within our key audiences that **will allow us** to reach precisely defined subsets.
Key Research Findings

Member Study

- Among those who have heard of #BeUMC, 61% say it is something they would participate in at their local church, and that it is empowering and unifying.

- The top 3 topics members would like to hear about from The United Methodist Church are:
  1. Christian living/your daily journey
  2. What United Methodists believe
  3. What it means to be a United Methodist

- Awareness and usage of our products/services vary. The highest awareness percentages were seen for UMC.org and associated social media channels.
  - 64% of respondents are aware of and use UMC.org regularly
  - 73% of survey respondents are aware of and use the UMC social media channels regularly (Facebook, Instagram and YouTube)
TARGET AUDIENCES

Seekers
Individuals who are interested in spiritual fulfillment, but are not currently attending church

Subsets
Broken out for the purpose of targeting advertising

- Parents 25-49, Married/Unmarried, Kids <18
- Adults 25-35, Unmarried, No Kids
- Hispanic 18-34, Single & Married, Kids <18
- Millennials and Gen Z (could also fall into groups above)
• Spiritual Seekers are adults age 18-49 who are searching for meaning and purpose, consider themselves to be a socially conscious and spiritual person, but are not actively attending a church.
• Spiritual Seekers are more likely to be from suburban areas than rural/small towns, and more likely to reside in the South. They are more likely to be younger than the average population and unmarried. They are also more likely to be Latino.
• Spiritual Seekers say they are willing to consider attending a Christian church because they want to develop spiritually (34%), reconnect with their Christian roots (31%) and have a place for their children to learn good values (28%) all help guide our marketing and communication.
• They are more likely to attend a United Methodist Church if they are personally invited (70%). They continue to attend because they feel accepted (58%) and welcomed (52%).
44% are willing to visit a United Methodist Church in-person.

51% are willing to visit a United Methodist Church online.

There are 36 million Seekers between the ages of 25 and 49.

Key Research Findings

That Inform Seeker Advertising Messaging (Barna Seeker Study 2019)
• The United Methodist denomination has moderately strong “brand” awareness:
  • In the targeted geographies, Baptist and Catholic are the denominations with the strongest unaided awareness, followed by Methodist and Lutheran
  • On an aided basis, 3 denominations are recognized by over 90% of respondents: Catholic, Baptist and Jehovah’s Witnesses. United Methodist enjoys name recognition by 81%, placing it #8 of 24

• Across most measures, the differences between the targeted segments are generally small and subtle, suggesting that a core positioning and message strategy has the potential to motivate all targets.

• With that said, Millennials are more likely than the other targets to agree that they:
  • Experience emotional pain or frustration that they would like to resolve
  • Seek something better spiritually
  • Contribute to the common good of the community
  • Are a spiritual person
  • Are on a quest for spiritual truth

• Respondents identify with many reasons for not regularly attending church services – the most frequently selected were:
  • Members are too judgmental
  • Attending church services isn’t necessary for my faith or spirituality
Channels
Channels

- Advertising
- Public Relations
- Social Media
- E-Newsletters
- Websites
- Digital Marketing
Content that is unique to the needs of every user
<table>
<thead>
<tr>
<th>Audience</th>
<th>Website</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>UMC.org</td>
<td>Denominational website for members</td>
</tr>
<tr>
<td>Leader</td>
<td>ResourceUMC.org</td>
<td>Denominational Website for leaders delivering content from across the connection</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Conference page</td>
</tr>
<tr>
<td>News</td>
<td>UMNews.org</td>
<td>UMNS stories and features</td>
</tr>
<tr>
<td>Seeker</td>
<td>UMC.org</td>
<td>Denominational website for those seeking spirituality and a community of faith</td>
</tr>
</tbody>
</table>
During a time of chaos and confusion, the “People of God” campaign is meant to serve as a reminder of who we know we have been at our best—the spirit-filled, resilient, justice-seeking, missional, connected, faithful, diverse and deeply rooted people of God called The United Methodist Church.

The #BeUMC campaign reminds us of who we are at our best. As people of God called The United Methodist Church, we’re faithful followers of Jesus seeking to make the world a better place.

#BeUMC

UMC.org/BeUMC
Resourceumc.org/BeUMC
Disciple Making
First and foremost, we are dedicated to the mission of making disciples of Jesus Christ for the transformation of the world in the tradition of John Wesley.

We live out this key theme through these core values: Christ-centered, Deeply rooted, Disciple-making, Faithful and Grounded in Scripture.

Belonging & Inclusion
All belong and will be loved in The UMC. All will be heard, respected and engaged. All will be free to develop their personal relationship with God and to serve fully in the ministry of Jesus Christ.

We live out this key theme through these core values: Diverse, Justice-seeking, Resilient and Welcoming.

Influence, Connection, Impact
With more than 12 million members across the globe, we are a powerful connection, living and sharing the grace of Jesus Christ through the power of the Holy Spirit. We are committed to work for global health, education, creation care, child welfare, disaster recovery and countless other efforts.

We live out this key theme through these core values: Missional, Connected, World-changing and Generous.

Experience of God through The UMC
We embrace a Church where we experience our triune God in personal and community relationships, transforming our own lives, the lives around us, and the entire world.

We live out this key theme through these core values: Committed, Grace-filled, Jesus-seeking, Praying and Spirit-filled.
#BeUMC Awareness Campaign

**Social Media**
- **REACH**
  - # of unique people reached: 8,595,214
  - Jan 2022 - Apr 2023
- **LIKES**
  - 301,400
  - Jan 2022 - Apr 2023
- **SHARES**
  - 44,000
  - Jan 2022 - Apr 2023

**Web Sessions**
- **# of times the video was watched**
  - 383,341
  - Jan 2022 - Apr 2023

**YouTube**
- **VIDEO VIEWS**
  - 68,000
  - #BeUMC campaign page visits

**Advertising**
- **ADVERTISING IMPRESSIONS**
  - 6,060,839
  - # of times ads are viewed
You’re not the only one

Responding to the felt need that those exploring the idea of church are often doing so out of a desire for connection. You’re not the only one is an invitational campaign that doesn’t attempt to show The United Methodist Church as perfect, but rather a place where all are welcome and we learn and grow together.

The landing page for the campaign provides a way for people to see that the church offers them a place to connect and belong.

Campaign video
Seeker Advertising

Seeker advertising is year-round

- Through paid media we have a year-round presence with paid search.
- Specific campaigns are held during key times of the year when individuals are more likely to visit a church (Easter, back to school, Christmas)

*OOH (Out of home - billboard, subways, etc.)
*ATV (digital television)
Advertising: New Campaign May 2024

Reviewing this, and other research, a new advertising campaign is in development.

**Audience(s):** Seeker, members

**Timing:** Following General Conference 2024, and continuing for 2+ years

**Objectives:**

- Build awareness of the UMC along with increasing visits to their landing page and Find-A-Church pages that helps the Seeker understand how the UMC is relevant to them.
- Bring excitement and hope to current UMC members.

AAU Research suggests that “Seekers currently **practice their spirituality at an individual level and largely avoid group spiritual activities,**” and “**Many agree with the core tenets of Christian faith.**”
PUBLIC
RELATIONS
OBJECTIVES

Raising awareness of the mission and ministries of The United Methodist Church to inform and create positive perceptions and goodwill.

• Provide timely and accurate information to our internal and external audiences
• Increase name recognition and promote understanding of our beliefs and goals to create a positive image of the church’s mission and work and attract people to our churches
• Expand the visibility of The United Methodist Church in the international and national news media through proactive news media pitching and working to cultivate relationships with the media
• Create a more active voice in the public dialogue in order to make the values and theological positions of the denomination heard
• Work collaboratively with UMC entities and general agencies to further our mission and ministries
• Increase the UMC’s social media reach and engagement among internal and external audiences and provide places for people to be in dialogue
• Equip church leaders to communicate more effectively through media relations and crisis communication training and consultation on crisis prevention and response strategies
• Develop and provide message points for communication campaigns and issues
<table>
<thead>
<tr>
<th>Channel</th>
<th>The United Methodist Church</th>
<th>UMNews</th>
<th>United Methodist Communications</th>
<th>UMCGiving</th>
<th>Rethink Church</th>
<th>Resource UMC</th>
<th>Korean Church</th>
<th>IMU Latina</th>
<th>Recursos Metodistas Unidos</th>
<th>Generación in Between</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Member</td>
<td>Leader &amp; Member</td>
<td>Leader &amp; Member</td>
<td>Leader &amp; Member</td>
<td>Leader</td>
<td>Korean Leaders &amp; Members</td>
<td>Hispanic Leaders &amp; Members</td>
<td>Hispanic Leaders &amp; Members</td>
<td>Latinx Seekers &amp; Members</td>
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<tr>
<td>Platform</td>
<td>Facebook</td>
<td>Facebook</td>
<td>Instagram</td>
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<td>YouTube</td>
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<td>YouTube</td>
<td>Facebook</td>
<td>Facebook</td>
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<tr>
<td>Metrics</td>
<td>770K Likes</td>
<td>234K Likes</td>
<td>206K Likes</td>
<td>118K Likes</td>
<td>110K Likes</td>
<td>13.3K Followers (IG)</td>
<td>87K Likes</td>
<td>50K Likes</td>
<td>28K Likes</td>
<td>1.3K Likes</td>
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<td></td>
<td>71K Followers (IG)</td>
<td>27.6K Followers (TW)</td>
<td>2.7K Followers (IG)</td>
<td>4.2K Followers (TW)</td>
<td>118K Likes</td>
<td>18.6K Followers (TW)</td>
<td>11.4K Followers (TW)</td>
<td>9.3K Likes</td>
<td>344 Followers (IG)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20.3K Subs (YT)</td>
<td>105K Followers (TW)</td>
<td>105K Followers (TW)</td>
<td>2.13K Subs (YT)</td>
<td>2.13K Subs (YT)</td>
<td>1.13K Subs (YT)</td>
<td>695 Followers (IG)</td>
<td>1.13K Subs (YT)</td>
<td>1.13K Subs (YT)</td>
<td></td>
</tr>
</tbody>
</table>

**UMCom Managed Social Media Channels**
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>UMNow</th>
<th>MyCom</th>
<th>UM News Daily Digest</th>
<th>UM News Friday Digest</th>
<th>The Source</th>
<th>Compass</th>
<th>Giving Notes</th>
<th>Duru Allimi</th>
<th>UMCOMtigo</th>
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<tbody>
<tr>
<td><strong>Audience</strong></td>
<td>Member</td>
<td>Leader</td>
<td>Leader &amp; Member</td>
<td>Leader &amp; Member</td>
<td>Leader</td>
<td>Seeker</td>
<td>Leader &amp; Member</td>
<td>Korean Leader &amp; Member</td>
<td>Hispanic Leader &amp; Member</td>
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<tr>
<td><strong>Subscriptions</strong></td>
<td>128K</td>
<td>49K</td>
<td>61K</td>
<td>50K</td>
<td>16.0K</td>
<td>23.9K</td>
<td>6.2K</td>
<td>2.4K</td>
<td>970</td>
</tr>
<tr>
<td><strong>Delivered (%)</strong></td>
<td>97.0%</td>
<td>96.8%</td>
<td>96.0%</td>
<td>97.3%</td>
<td>97.7%</td>
<td>93.8%</td>
<td>97.3%</td>
<td>96.7%</td>
<td>96.0%</td>
</tr>
<tr>
<td><strong>Opened (%)</strong></td>
<td>37.2%</td>
<td>33.1%</td>
<td>39.1%</td>
<td>36.8%</td>
<td>49.8%</td>
<td>23.9%</td>
<td>38.8%</td>
<td>53.5%</td>
<td>40.8%</td>
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<tr>
<td><strong>Click to Open (%)</strong></td>
<td>9.4%</td>
<td>4.0%</td>
<td>11.5%</td>
<td>14.9%</td>
<td>10.2%</td>
<td>3.3%</td>
<td>8.0%</td>
<td>26.3%</td>
<td>17.6%</td>
</tr>
</tbody>
</table>
Using Search Engine Marketing (SEM) and Search Engine Optimization (SEO), the following will be executed:

- Landing pages on UMC.org will be “light” so that it loads quickly even on limited broadband speeds.
- Web content will be optimized with conversational keywords to improve recognition through voice search option.
#BeUMC will be promoted through multiple channels: Grass Roots, Organic, and Paid Messaging through social media and other channels

- **Social networks** – paid (Facebook: post-/ad-/Messenger-specific campaigns; SnapChat): *Leaders and Members*
- **Google AdWords** – paid (Search & Display): *Leaders and Members*
- **Websites** (UMC.org: *Members*, UMCom.org/ResourceUMC.org: *Leaders, UMNEWS.org*)
- **Annual conference websites, newspapers, e-newsletters**: *Leaders*
- **SMS campaigns**: *Leaders and Members*
- **Pop-ups on websites**, when possible: *Leaders and Members*
Content Plans
Content plans by audience

We will provide content based on a strategic messaging plan that will help us maximize efficacy of content, accuracy of reach and thoroughness of delivery.
Engage people with the story of God's work in the world through The UMC.
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Jesus-seeking</td>
</tr>
<tr>
<td>February</td>
<td>Deeply Rooted</td>
</tr>
<tr>
<td>March</td>
<td>Resilient</td>
</tr>
<tr>
<td>April</td>
<td>Faithful</td>
</tr>
<tr>
<td>May</td>
<td>Spirit-filled</td>
</tr>
<tr>
<td>June</td>
<td>Justice-seeking</td>
</tr>
<tr>
<td>July</td>
<td>Grace filled</td>
</tr>
<tr>
<td>August</td>
<td>Welcoming</td>
</tr>
<tr>
<td>September</td>
<td>Grounded in Scripture</td>
</tr>
<tr>
<td>October</td>
<td>Disciple-making</td>
</tr>
<tr>
<td>November</td>
<td>Generous</td>
</tr>
<tr>
<td>December</td>
<td>Christ-Centered</td>
</tr>
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</table>

**Google Sheet:**
https://docs.google.com/spreadsheets/d/1LuLxpMQtJWWikrUkCqQp4wJUOQDwgJ8RK6Nw6cJAalM/edit?usp=sharing
1st Quarter

**January:** Jesus Seeking
- Baptism
- Grace (prevenient)
- Christian Unity
- Christmas
- Epiphany

**February:** Deeply Rooted
- UMC history
- Diversity of our roots
- Diverse leaders
- Black history month

**March:** Resilient
- Strength in difficulty
- Opportunities to participate in renewal of self & others.
- Lent
- Women’s history month
- UMCOR Sunday
2nd Quarter

April: Faithful
Living as Easter people
Faith as lifestyle
Everyday mission
Holy Week
Easter
Native American Ministries Sunday

May: Spirit-filled
Discover / develop gifts
Affinities & abilities as gifts
Places to serve in local church and beyond
Asian Pacific American Heritage

June: Justice-seeking
Justice as spiritual practice
Methodist history of justice ministry
Peace w Justice Sunday
Juneteenth Women’s history month
UMCOR Sunday
July: Grace-filled
- Grace
- Being gracious to others
- Church as community

August: Welcoming
- Back to school / church
- Offering genuine welcome

Sept: Grounded in Scripture
- Bible study tools, tips
- Worship & devotion
- Hispanic Heritage Month
4th Quarter

October: Disciple-making
Hispanic Heritage Month
World Communion Sunday

November: Generous
Native American Heritage Month
World Communion
Christ the King Sunday

December: Christ-centered
Advent
Christmas
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Committed</td>
</tr>
<tr>
<td>February</td>
<td>Deeply Rooted</td>
</tr>
<tr>
<td>March</td>
<td>Grace-filled</td>
</tr>
<tr>
<td>April</td>
<td>Connected</td>
</tr>
<tr>
<td>May</td>
<td>World-changing</td>
</tr>
<tr>
<td>June</td>
<td>Resilient</td>
</tr>
<tr>
<td>July</td>
<td>Missional</td>
</tr>
<tr>
<td>August</td>
<td>Welcoming</td>
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<tr>
<td>September</td>
<td>Praying</td>
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<tr>
<td>October</td>
<td>Diverse</td>
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<td>November</td>
<td>Faithful</td>
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<tr>
<td>December</td>
<td>Christ-Centered</td>
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</table>

**Google Sheet:**
https://docs.google.com/spreadsheets/d/1luLxpMQtJWWikrUkCqQp4wJUOQDwgJ8RK6Nw6cJAlM/edit?usp=sharing
The UMC is a diverse Church with different perspectives, cultures, languages, experiences, and challenges. While we share a common Gospel, the ways we interpret and live it may be somewhat different. Therefore, we must adapt how we communicate. To more fully develop the global nature of our communications, we adhere to five principles that are key to the work:

- Inclusivity and Diversity
- Spiritual Nourishment
- Cultural Relevance
- Engagement and Participation
- Community Building
Multilingual Content Strategy

Throughout 2022, the Communication Team worked to increase the availability of content in languages other than English on UMC.org and ResourceUMC.org, and developed a process for updating pages regularly. The result was more than 50% increase in traffic to all non-English content. The team continued to seek ways to initially generate content in languages other than English. For example, they partnered with pastors and leaders to write Holy Week devotions in Spanish -- which were then translated for their English-speaking audience.

<table>
<thead>
<tr>
<th>Language</th>
<th>2023 YTD Pageviews</th>
<th>2022 Pageviews</th>
<th>2021 Pageviews</th>
<th>2021-22 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>1,284,171</td>
<td>782,958</td>
<td>500,876</td>
<td>56%</td>
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<tr>
<td>Francophone</td>
<td>42,814</td>
<td>42,187</td>
<td>20,843</td>
<td>102%</td>
</tr>
<tr>
<td>Korean</td>
<td>156,736</td>
<td>118,039</td>
<td>101,503</td>
<td>16%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>27,924</td>
<td>20,324</td>
<td>12,928</td>
<td>57%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,511,645</td>
<td>963,508</td>
<td>636,150</td>
<td>51%</td>
</tr>
</tbody>
</table>

Growth has continued in 2023 surpassing 2022 numbers after only nine months.
COB holds legal forum dealing with disaffiliations; call for another General Conference in 2026; GCFA pushes for bringing a record-low budget to General Conference.

Ask The UMC series on what the Church teaches about life; more disaffiliation civil suits.

African bishops meet; deadline for General Conference petitions; church trial of Bishop Minerva Carcaño

COB Meeting at Lake Junaluska; GCFA Board meets; Commission on General Conference meets.

News about disaffiliations, Wespath supporting AME and GMC; First UMC Latina in Congress; Black History month in Feb.

March school shooting in Nashville leads Tennessee UM clergy to take a lead in responding; Tennessee State Legislators with UM ties are expelled from Assembly; Judicial Council meets for the first time since 2019.

US Annual Conference season in full swing; signs of renewal; demographics of departures reported.

Regionalization plan for General Conference; GCFA Board sets bishops’ pay and agency pay scale; Youth 2023 in Daytona Beach, Florida.

Judicial Council holds first meeting on the African continent, specifically at Africa University in Mutare, Zimbabwe.
General Conference preparation is underway.

General Conference held in Charlotte, North Carolina April 23 – May 3; US Annual Conference Season.

US Jurisdictional Conferences.

Central Conferences, no dates available at this time.

Central Conferences, no dates available at this time.

Council of Bishops meets.

Africa Forum; The ADCA (which contains the petitions and reports requiring GC action) must be available to delegates by 1/22 in English, French, Portuguese and Kiswahili.

GCFA/Connectional Table finalize budget submitting to GC; Pre-General Conference briefing from 9 a.m. to 1 p.m. U.S. Central time Feb. 29–March 1

2024 Key United Methodist Milestones
Research provides the grounding for all strategic message planning, allowing us to understand attitudes, behaviors, needs, motivation, media habits, audience segments and more, leading to the development of the most relevant content.

While this list is not exhaustive, some key studies by audience are listed here.

**Leader:**
- Ethnic Leader Panels
- Program Evaluation & Audience Review (PEAR) Study (update 2024)
- UM Communications Foundation (2024)

**Member:**
- Member Study
- UMC Youth Exploration Study

**Seeker:**
- Barna Seeker Study (2019)
- Seeker to Member Journey (2019)
- COMPASS Newsletter Evaluation (2020)
- Qualitative Spiritual Seeker Insights (2020)
- Attitude Awareness & Usage (AAU) Study May 2023
- The Advertising Creative Pretest Study (2023)
- Spiritual Seeker Study (2024)

*Full reports of completed studies are available upon request.*
• Strong preference for in-person engagement. They are exhausted from online only.

• Social Media is for entertainment; not for important issues. They do not want to discuss church or politics online.

• Youth perceive two different, separate roles for God and The UMC.

• These youth believe every world religion large or small has a kernel of truth in it. The implication of this belief is that no single church is considered the end all/be all.

• Attitudes around Truth are challenging. Youth have oodles of information at their fingertips and can find “truth” there. Trust and relationships take time. This is what makes people feel community. Help youth start conversations. Offer a space to have them. Ask them to create it. Do not create it for them. CO-CREATE!

• The results are posted here:
Ethnic Leader Panels engage clergy and lay leaders in on-going conversations regarding their needs from and suggestions for United Methodist Communications. Panel engagements keep us in touch with leaders responsible for marketing and communications in their congregations.

The Black Leader Panel is in its 7th year. The Latino Leader Panel is in its 6th year and the Asian Leader Panel launched this year.

Our focus in 2023 is understanding cross-racial/cross-cultural appointments and pastoring in a multigenerational congregation. Focus group learning across all three panels indicate these areas are worthy of further exploration; building into our strategy.

1. Build a Strong Foundation
2. Intentionality & Preparation
4. Promote & Use Existing Resources
5. The Role of UMCom
The **Disaffiliation and Spirituality Study** guides content and placement strategies to make The UMC more relevant. For example, this study illuminates activities participants find most spiritually fulfilling. It also identifies activities and programs of interest offered by a religious organization. This study revealed similar profiles in terms of overall political preference and personal theology.

<table>
<thead>
<tr>
<th></th>
<th>Conservative</th>
<th>Moderate</th>
<th>Liberal</th>
<th>No Answer/No Preference</th>
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<tbody>
<tr>
<td><strong>Overall Political Preference</strong></td>
<td>34%</td>
<td>34%</td>
<td>26%</td>
<td>6%</td>
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<tr>
<td><strong>Personal Theology</strong></td>
<td>36%</td>
<td>30%</td>
<td>31%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Top 5 things like most about being a United Methodist:
- Emphasis on God’s grace
- Encourages a personal relationship with Jesus Christ
- Accepts people from all walks of life, regardless of ethnicity, gender, sexual orientation, or economic condition
- Theology shaped by scripture, with tradition, experience and reason
- Is active in service to its community
For more information

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