

Communications Committee Report

Activities throughout the year included:

- Publishing three issues of the **parish newsletter**, the *Thurible*: Summer, September, November. Each issue was sent via the direct-mail platform MailChimp to about 330 email addresses (subscribers include parishioners as well as friends and associates of the parish). In addition, there are about 100 households that require a print copy to be sent in the mail.
- Building a **new website** on the SquareSpace platform. The site was launched on December 1, the day of the parish's 125th anniversary gala. (Thank you to Rob Kennedy for creating the Canada Helps donation pages and assisting with the technical aspects of switching over from the previous Drupal site.) More content will be added gradually.
- Writing regular **social media** posts, including announcements, parish and diocesan news, notices of services, Evensong Preludes and other special music, education events, etc. Julia is responsible for Facebook and Jennifer for Twitter. The number of followers on Facebook increased slightly, from just over 250 at the end of 2017 to 301 at the end of 2018. Followers on Twitter increased from just under 400 at the end of 2017 to 465 at the end of 2018.
- Creating and scheduling all **direct e-mail campaigns** (via MailChimp), among them notices from the church office; updates from the Our Heritage Is Our Future team; and announcements such as the appointment of Matthew Whitfield, Organist and Music Director.
- Submitting information about carol services and other special music, including Fauré's *Requiem* (All Souls' Day), to *Wholenote* and *NOW* magazine for inclusion in their **free listings**.
- Booking and designing **paid ads in Wholenote** magazine for (1) the March issue, in which we promoted Baroque Music by Candlelight and the services/music of Holy Week; and (2) the November issue, in which we promoted Duruflé's *Requiem* (All Souls' Day), the November Evensong Prelude, the Advent I Carol Service, and Nine Lessons and Carols.
- Booking and designing **paid ads in Hi-Rise** magazine (distributed free to 50,000 apartment and townhouse dwellers in GTA) for (1) the March issue, in which we promoted Holy Week and Easter services along with Baroque Music by Candlelight; and (2) the December issue, in which we promoted details of the Advent I Carol Service, Nine Lessons and Carols, Christmas, and the Jan. 6 Evensong with Epiphany Carols).
- Designing 4 x 6 **postcards** to invite our neighbours in the M5G postal area to Advent and Christmas/Epiphany services (we paid Accurate Distributing to print and deliver to approx. 1,000 mailboxes).

Respectfully submitted,

Julia Armstrong & Jennifer Grange, Co-Chairs