

Appendix H^(EN)

2023-11-16 Communications Report to Executive *(submitted by Judy Coffin)*

STRATEGIC COMMUNICATIONS

Work continues on developing a **communications calendar** to spotlight annual opportunities for targeted communications. In addition to days highlighted by The United Church of Canada, each regional council leadership team and network will receive an invitation in **mid-November** to suggest some messaging well in advance for key dates in 2024 related to their area of interest.

Starting in **December 2023**, we will test out a series of **short video newscasts and interviews** in order to discern if that is an effective format to engage our members.

Next steps: *creation of editorial team, identification of key topics, identification of subject matter experts*

Preparation for Regional Council Meeting

Invitations to register for the meeting and the related learning sessions on the strategic plan and the budget have been sent out via email, newsletter and social media, and registrations have started to come in. A lighthearted presentation exploring communications and welcome is in development.

Envoke Pilot Project with Église Unie Saint-Jean

Within the strategic category of the common good, we are in the initial stages of exploring whether or not it is feasible to share access to our new Envoke email platform with Église Unie Saint-Jean, in order to discern whether or not this might be a useful communications resource to share more widely.

EMAIL ANALYTICS

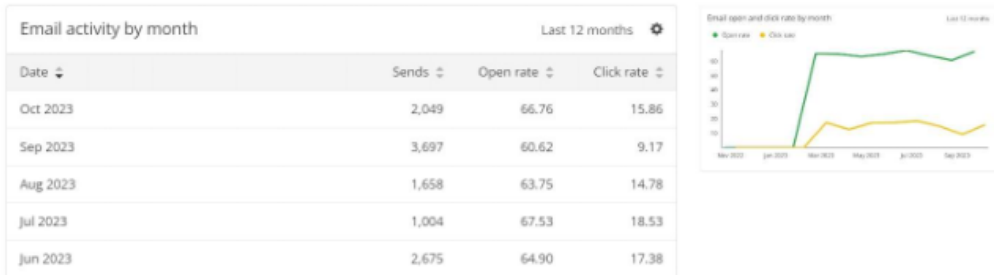
The chart below shows the detailed list of communications that were emailed out between mid-October and mid-November 2023.

Email activity details Oct 09, 2023 - Nov 09, 2023

Sent date	Message	Subject	Sends	Opens	Clicks	Bounces	Revoked consent
Nov 9, 2023	2023-11-08 Newsletter	Nouvelles Nakonha:ka News (2023-11-08)	469	357	55	1	0
Nov 2, 2023	2023-11-16 Reminder-ExecutiveReports	REMINDER / RAPPEL - Reports for Executive / Rapports...	28	19	0	0	0
Nov 1, 2023	2023-11-24-25 C-NHC Invitation	INVITATION - November 2023 regional council meet...	469	283	62	0	0
Oct 31, 2023	2023-09-25 Retreat-Evaluation	EVALUATION - Retreat for all who minister / Retraite...	37	26	11	1	0
Oct 31, 2023	2023-11-03 Reminder-News Submissions	REMINDER / RAPPEL - Share your news! / Partagez v...	162	101	9	0	0
Oct 25, 2023	2023-10-25 Newsletter	Nouvelles Nakonha:ka News (2023-10-25)	458	308	131	0	1
Oct 17, 2023	2023-10-23 Reminder-News Submissions	REMINDER / RAPPEL - Share your news! / Partagez v...	162	110	9	0	0
Oct 16, 2023	2023-10-16 Message-Michael Blair	2023-10-16 Message from General Secretary to Mini...	89	71	16	1	0
Oct 11, 2023	2023-10-11 Newsletter	Nouvelles Nakonha:ka News (2023-10-11)	432	314	118	2	2
Total			2,354	1,399	378	5	3

Open and Click Rates

Numbers for open and click rates this month have shot back up again to their average levels – possibly everyone was too busy getting back into post-summer church activities to be reading our emails in September... or subscribers were overwhelmed because we sent twice as many emails in September as in previous or following months?

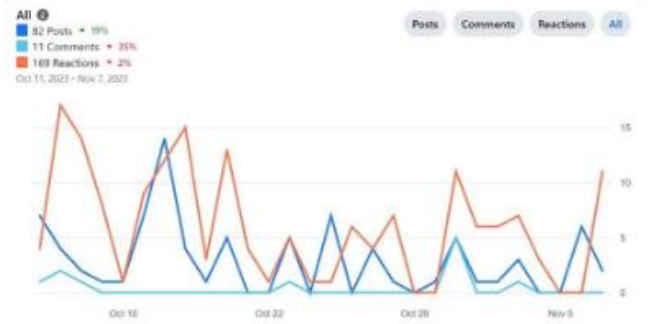


Comment: *It's interesting to note that some of our highest engagement on social media this month (see next page) was with a recent REM reflection by Rev. Éric Hébert-Daly about welcoming strangers, and with upcoming learning sessions about the strategic plan and the budget; a good indicator that the theme and content of our upcoming regional council meeting is connecting with the needs and interests of our audience.*

SOCIAL MEDIA ANALYTICS (past 28 days)



Title	Boost	Reactions	Reach	Comments
Do you ever feel like your community of faith might ...	Boost	5	23	3
The Rev. Eric Hébert-Daly, Regional Executive Ministe...	Boost	3	13	0
This post has no text. (RendezVous)		2	42	0



Title	Boost	Reactions	Reach	Comments
INVITATION: CONVERSATION - BUDGET 2024 2023...	Boost	1	21	1
SÉANCE D'APPRENTISSAGE EN LIGNE: PLAN STRATE...	Boost	1	76	1
ONLINE LEARNING SESSION: STRATEGIC PLAN 2024 ...	Boost	1	19	0



Your Tweets earned **73 impressions** over this 28 day period



ask: folks wondering if in alignment with the upcoming 1st & 2nd Book Squads discussion tomorrow evening of the book "Doughnut Economics" by Kate Raworth, this proposal from ...	+ 5 Impressions
ask: folks wonder if this October 20 Orgs Application Month SUGGESTIONS: Give a name proposal, e-mail, or letter of Application. Learn more: https://bit.ly/2gRt3t6...	+ 3 Impressions
ask: folks wonder if this October 20 Orgs Application Month SUGGESTIONS: Ask your minister why they went into ministry and what they love about it...	+ 3 Impressions

TOP POSTS



Appendix H^(FR)

2023-11-16 Rapport au Conseil exécutif à propos des communications (Judy Coffin)

COMMUNICATIONS STRATÉGIQUES

Nous continuons le travail de développer un **calendrier de communication** afin de mettre en évidence les opportunités annuelles de communication ciblée. En plus des journées soulignées par l'Église Unie du Canada, chaque équipe dirigeante et réseau du conseil régional sera invité **en mi-novembre** à suggérer des messages bien à l'avance pour les dates clés de 2024 liées à leur domaine d'intérêt.

À partir de **décembre 2023**, nous testerons une série de courts **vidéos** pour mettre en évidence les informations à venir afin de déterminer si ce format permet d'engager les gens de manière plus efficace.

Prochaines étapes : création de l'équipe éditoriale, *identification des sujets clés, identification d'experts en la matière pour chaque sujet*

Préparation pour la prochaine réunion du Conseil régional

Les invitations à s'inscrire à la réunion et aux séances d'apprentissage connexes sur le plan stratégique et le budget ont été envoyées par courriel, bulletin et médias sociaux, et les inscriptions ont commencé à arriver. Une présentation ludique sur la communication et l'accueil est en cours d'élaboration.

Projet pilote Envoque avec Église Unie Saint-Jean

Dans le cadre de la catégorie stratégique du bien commun, nous commençons à étudier la possibilité de partager l'accès à notre nouvelle plateforme de messagerie Envoque avec l'Église Unie Saint-Jean, afin de déterminer s'il pourrait s'agir d'une ressource de communication utile à partager à plus grande échelle.

ANALYSE DES COURRIELS

Le graphique ci-dessous présente la liste détaillée des communications envoyées par courriel entre la mi-octobre et la mi-novembre 2023, y compris le nombre relatif d'ouvertures et de clics par message.

Email activity details Oct 09, 2023 - Nov 05, 2023

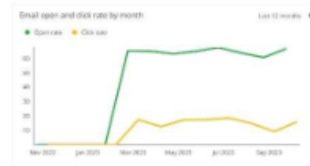
Sent date	Message	Subject	Sends	Opens	Clicks	Bounces	Revoked consent
Nov 9, 2023	2023-11-08 Newsletter	Nouvelles Nakonha:ka News (2023-11-08)	460	152	55	1	0
Nov 2, 2023	2023-11-16 Reminder: Cascadia/Repasts	REMINDER / RAPPEL - Reports for Executive / Rapports...	28	12	0	0	0
Nov 1, 2023	2023-11-24-25 Con/IC Evaluation	INVITATION - November 2023 regional council meet...	460	203	42	0	0
Oct 31, 2023	2023-09-29 Retreat Evaluation	EVALUATION - Retreat for all who minister / Retraite...	32	26	11	1	0
Oct 31, 2023	2023-11-03 Reminder: News Submissions	REMINDER / RAPPEL : Share your news / Partagez v...	154	101	3	0	0
Oct 25, 2023	2023-10-25 Newsletter	Nouvelles Nakonha:ka News (2023-10-25)	460	308	131	0	1
Oct 17, 2023	2023-10-20 Reminder: News Submissions	REMINDER / RAPPEL : Share your news / Partagez v...	154	110	8	0	0
Oct 16, 2023	2023-10-16 Message: MI Chair/Blair	2023-10-16 Message from General Secretary to Min...	80	21	16	1	0
Oct 11, 2023	2023-10-11 Newsletter	Nouvelles Nakonha:ka News (2023-10-11)	420	314	114	2	2
Total			2,354	1,399	376	5	3

Taux d'ouvertures et de clics

Les taux d'ouverture et de clics de ce mois-ci sont remontés à leurs niveaux moyens - il est possible que tout le monde ait été trop occupé à reprendre les activités ecclésiastiques post-estivales pour lire nos courriels en septembre... ou que les abonnés aient été submergés parce que nous avons envoyé deux fois plus de courriels en septembre qu'au cours des mois précédents ou suivants ?

Email activity by month Last 12 months

Date	Sends	Open rate	Click rate
Oct 2023	2,049	66.76	15.86
Sep 2023	3,697	60.62	9.17
Aug 2023	1,658	63.75	14.78
Jul 2023	1,004	67.53	18.53
Jun 2023	2,675	64.90	17.38



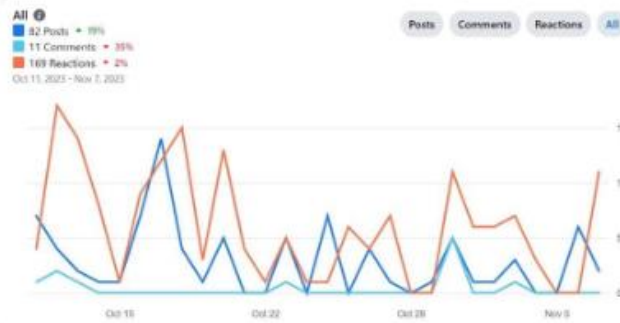
Commentaire: Il est intéressant de noter que l'engagement le plus important sur les médias sociaux ce mois-ci (voir page suivante) a été lié à une réflexion récente du pasteur **Éric Hébert-Daly** sur l'accueil des étrangers, ainsi qu'aux sessions d'apprentissage à venir sur le plan stratégique et le budget ; un bon indicateur que le thème et le contenu de notre prochaine réunion du conseil régional correspondent aux besoins et aux intérêts de notre public.

ANALYSE DES MÉDIAS SOCIAUX (dernier 28 jours)

 page
(publique)

Title	Likes and reactions	Reach	Comment
Do you ever feel like your community of faith might ...	5 Reactions	33 Accounts Center acco...	3 Comments
The Rev. Eric Hébert-Daly, Regional Executive Ministe...	3 Reactions	13 Accounts Center acco...	0 Comments
This post has no text.	2 Reactions	42 Accounts Center acco...	0 Comments

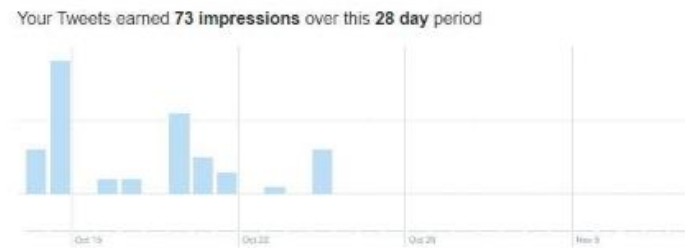
 groupe
(privé)





Title	Likes and reactions	Reach	Comment
INVITATION: CONVERSATION - BUDGET 2024 (2023-...	1 Likes	21 Accounts Center acco...	1 Comments
SÉANCE D'APPRENTISSAGE EN LIGNE - PLAN STRATÉ...	1 Likes	16 Accounts Center acco...	1 Comments
ONLINE LEARNING SESSION: STRATEGIC PLAN 2024 ...	1 Likes	19 Accounts Center acco...	0 Comments







<p>Help EPRF posted this 1 day</p> <p>In alignment with the upcoming #BookSquad discussion tomorrow evening of the book "Daughters of Economic" by Naci Banerji, @BanerjiNaci... Would Berry on Love, Economics, and Islam @BanerjiNaci</p>	- 5 Impressions
<p>Help EPRF posted this 1 day</p> <p>October is Org. Appreciation Month! SUGGESTION: Write a thank-you card, e-mail, or letter of appreciation. Learn more: https://thead.org/10g11...</p>	- 3 Impressions
<p>Help EPRF posted this 1 day</p> <p>October is Org. Appreciation Month! SUGGESTION: Ask your minister why they work into ministry and what they love about it...</p>	- 3 Impressions

EN VEDETTE



Appendix I

Conseil régional Nakonha:ka Regional Council
November 24-25 Meeting 2022 (Draft)*“Strengthening Invitation: Taking a Strategic Approach to Growth”*Friday, November 24th 2023

Evening Session

6:30-6:45	Sign in/ Registration (time of instruction)
6:45-7:35	<ol style="list-style-type: none"> 1. (Acknowledgement (Welcome) of the land) (5 mins) 2. Acknowledgement of Mohawk Bible; Reading from Mohawk Bible (provide passage in Mohawk to Kent for sharing on screen) (10 mins) Genesis 18: 1-15 https://www.bible.com/bible/2345/GEN.1.MHK 3. Prayer of Thanksgiving (5 mins) 4. Opening Worship (15 mins) <ol style="list-style-type: none"> a. Montreal City Mission
7:35-7:50	<ol style="list-style-type: none"> 1. Call to Order, Enabling Motions, ‘Officers’ (5 mins) 2. Duty of Care and Equity (10 mins) <ol style="list-style-type: none"> a. Holy Manners – Carmen Lansdowne 3. Remit 1 - reminder to vote
7:50-8:50	Strategic Planning (1 hour) <ol style="list-style-type: none"> a. Presentation (parts of the fish interspersed with 1 verse from hymn) b. Discussion c. Voting
8:50-9:00	<ol style="list-style-type: none"> 1. Good night blessing (5 mins) – re-recorded?

Saturday, November 25th 2023

Morning Session

8:45-9am	Coffee & Conversation (Sign in/ Registration)
9:00-9:20	Morning Worship continued theme “Strengthening Invitation: Taking a Strategic Approach to Growth” - Beaconsfield United Church
9:20-10:30	Theme “Strengthening Invitation” <ul style="list-style-type: none"> • Communications (simple ways of invitation, considering/looking from the perspective of newcomer) • Storytelling/skits – actors (Church and Newcomer), examples of what strengthening invitation looks like (and doesn’t) • Breakout room discussion (provide possible scenarios, “what could be the right response/invitation?”)
10:30-10:35	Introduction of New Responsible of La Table – Rev. Dr. Emmanuel Tehindrazanarivelo (5 mins)
10:35-10:50	Office of Vocation Presentation <ul style="list-style-type: none"> - Changes in Supervised Ministry Education - Update re candidates (presenting & praying-for)
10:50-11:00	Health Break
11:00-11:05	Nominations (President-Elect)

11:05-11:30	
11:30-11:40	Budget 2024 <ul style="list-style-type: none"> • Presentation/ feedback from learning session • voting
11:40-11:55	The Finance and Property Leadership Team <ul style="list-style-type: none"> - is looking for 15 minutes on the agenda of the November meeting to present a piece of software they are offering to treasurers to help them with their day-to-day work.
11:55-12:15	Granting & Enabling <ul style="list-style-type: none"> • Status of funding
12:15-12:20	Additions/Changes to the RC Governance Handbook <ul style="list-style-type: none"> • sacraments licensing policy • mileage (General Council rate) • voting to receive for information
12:20-12:30	Closing Worship (with reminders and enabling motions)

Appendix J

Youth Forum Report – November 2023 – Building Bridges

Youth Forum has followed the same approximate structure and patterns for over 40 years with only a few deviations. It is a model that has worked, and is still working. As members of an ancient church who appreciate tradition and ritual, this is a beautiful gift but we work hard to prevent it being an obstacle to discovery and imagining new possibilities. Youth Forum is planned for, and by a group of peer-selected youth, who are empowered and supported by adult volunteers and myself, as staff to create a weekend that is welcoming, inclusive, inspiring and community building. It is a tall order, but generation after generation of young person has taken the task in their stead and helped shape Youth Forums which, I believe, hold in tension the traditions and rituals we keep as sacred and defining, while leaving space for the themes and content to be specifically relevant to the audience they are presented to.

I am very proud of the work my team of youth delegates did to put together our fall Youth Forum on Building Bridges, hosted by Plymouth-Trinity United Church in Sherbrooke Quebec. We wanted to host a youth forum that contained an inter-faith dialogue. I initially presented the idea, expecting to find a lukewarm response, and that youth were not as interested and engaged in religious study as I might be. I was wrong. The youth were very interested and enthusiastic and we decided to focus on the specific relationship between Christians and Muslims.

Our weekend program content had two main components with several smaller supporting activities. Friday evening, after settling in with group norms and get-to-know-you activities, we introduced the theme. We prepared for our planned Saturday fieldtrip and encounters by developing questions in small groups, exploring the earnest curiosities of teens who had a wide spectrum of knowledge, exposure, relationship with their Muslim neighbours. On Saturday morning we welcomed our guest speaker, Dr. Christopher Stonebanks, who was my professor in the Education department at Bishops University, who shared with us both his personal and academic experience with Islamophobia. The youth and leaders were concretely reminded about the differences between a micro-aggression and a macro aggression. We learned the importance of not assuming that Muslim people belong to a monolith, just as we would dislike that assumption applied to us as Christians, when we are aware of what a huge diversity there is in theology and expression of the Christian Faith. Dr. Stonebanks connected his experience of being an Iranian immigrant to Montreal in the 1970s, growing up in a very homogeneous neighbourhood in the West-Island, with his love of Comic Books. It was a deeply moving and informative presentation.

In the afternoon our group of just over 40 youth and leaders headed to the local Mosque, facilitated by a friendship I have with one of their leaders. We gathered with Sherbrookeois Muslim teens and learned the answers to some of our curious questions. We were honoured guests and we were given the beautiful privilege to be invited to witness afternoon prayers. After some time in the local playground, we all headed back to Plymouth-Trinity Church for supper, including half a dozen of the Muslim teens, who joined us for a meal, as well as our final debrief. In the closing small group time on Saturday, our guests were able to ask the same style of “ask us anything” questions, which led to a very rich conversation about prayer practice, fasting and theological positions.

One of Youth Forum’s sacred traditions is the Saturday evening worship circle, and our ceremonial prayers of the people, which includes a very special candle lighting. On that evening we prayed together in a circle in the Church hall for close to 40 minutes. The prayers were pouring out of our youth, with passion, grace, longing and gratitude. It was a very simple service in terms of its liturgy, but it embodied incredibly deep spirituality. The following morning, youth helped lead worship, and shared their experiences and learning with Plymouth-Trinity’s congregation. I was reminded again how this work is so vital to our church, and how important it is for youth to share their bold discipleship and daring justice with the wider church. We also sang our theme song as an offering to the community, Building Bridges, a song introduced to us by Denis Ashby, from his Unitarian connections. The words are simple and the tune is an ear-pleasing round,

*Building Bridges between our divisions, I
reach out to you, will you reach out to me? With*

*all of our voices and all of our visions,
friends, we could make such sweet harmony.*

Words: The Women of Greenham Common Peace Occupation in England, 1983. Music: Contemporary English Quaker Round.

This Youth Forum was an excellent touchstone for me, as a First-Third Minister. Sometimes when we plan, evaluate and explain our work we can get distracted and sidetracked by the “who” and the “how” questions. This Youth Forum answered the “why” in my heart. Nakonha:ka’s First Third ministry is about creating spaces for young people to feel safe, accepted and beloved children of God, and to enable them to become disciples, emboldened by the intangible mystery of faith in our broken world.