

COMMUNICATIONS REPORT

ANNUAL SOCIETY MEETING



121 x New Graphic Designs Completed (Jan - Sept)

See previous quarterly reports for details.

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21 x New Graphic Designs Completed (Oct - Nov)

- Youth Fun Event Flyer
- Junior Youth Event Flyer
- Volunteers Brunch Invite
- Nativity Auditions Poster
- Worship Workshop Notice
- W. Manyano Birthday Event
- Staff Nametags
- Job Vacancies notices
- Date Night for Couples
- Grief Course Poster
- Manyano Combined Service
- Men's Spit Braai Flyer
- Farewell Gift
- Connect-Grow-Serve Icons

- Children & Youth Dance flyer
- Volunteers Thank you card.
- Seniors Christmas Tea
- Org Year-end Revival
- Staff Yer end invite
- Farewell Flyer
- Farewell Service Notice

BMC APP PROPOSAL

Please read the separate APP Proposal for BMC for the motivation & background.

Proposal is to launch the new BMC App beginning 2024.

Yearly cost to BMC is US\$1440 (Approx. R 26 230) per year based on current exchange rate.

Proposal to ASM to go ahead.

9 x Small Group Series Artwork

(15 designs for each series of - Facebook Banner, Booklet Covers, Weekly Banners, AV Screen Slides backgrounds etc)

- Epiphany-Transfiguration (Jan)
- 40 Days of Prayer
- Lent, Holy Week & Easter
- Restoring Caring Communities
- What about the Church (June)
- Holy Spirit amongst God's People (Aug)
- Investing God's Resources (Oct)
- Rediscovering our Faith (Nov)
- ADVENT to New Year (Dec)



BMC NEW STRATEGY

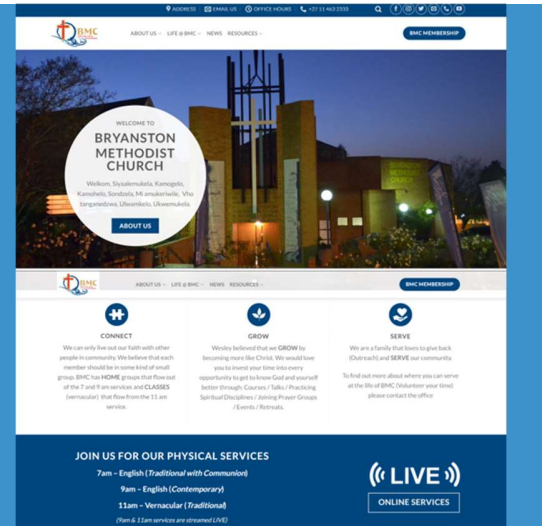
The New strategy 2023-2027 was launched in Feb and we continue to communicate our new strategy to the church and wider community.

2024 - We have added new strategies to our list for 2024, One being the upgrade of our Fiber line to aid our LIVE streaming, secondly the development of a BMC APP.

FEEDBACK OF CHALLENGES (YTD 2023)

We have been faced with a number of challenges this year, our server inverter burning out twice, our domain (bmc.org.za) being suspended (*resulting in our emails and website being down for several weeks*) then the domain was re-purchased and transferred. The biggest challenge, our website being hacked earlier in the year and having to be reloaded twice, then discarded and rebuilt from scratch due to corrupt files.

We are still in the time-consuming task of rebuilding and reloading the content of the website pages but are excited to confirm that the homepage is finally up and running.



IN-TOUCH NEWSLETTER (CURRENT YTD STATS AS OF 15 NOV 23) (MAILCHIMP PROGRAMME)

The Weekly InTouch Newsletter gets sent out every Thursday via email and the link is posted on Facebook and the 3 x Whatsapp groups.

Total Audience (Subscribers, ie recipients)	2824 2433	
Emails Sent	107284	
Total Opened	58265	
Unsubscribed	431 (YTD)	
New Subscribers	74 (YTD)	

BMC WHATSAPP GROUPS

BMC1	271 (=)
BMC2	388 (+16)
BMC3	292 (+3)
Total	951

BMC FACEBOOK PAGE

Followers	3000 (+100)
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BMC INSTAGRAM ACC

Followers	670 (+39)
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BMC X ACC

Followers	119 (-7)
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(CURRENT STATS AS OF 15 NOV 23 - As compared to last Quarter)

BMC COMMS STRATEGY (2023 - 2027) PROGRESS

D1	Communicate the vision in worship experience.	PowerPoint was shown before and in between Services.	DONE
D2	Volunteer positions communicated	Annually. Contact Kerry to advertise specific roles.	DONE
	Advertise events externally.	ON social media. - Ongoing as events are planned	Ongoing
D3	Promote BMC vision /mission/banners.	Street Pylon Banners, Frame and Foyer Banners printed.	DONE
	Profile 3 services market through Facebook and other social media.	Ongoing.	Ongoing
	Communicate values.	Ongoing on all media.	Ongoing
P2	Brand comm reflect nurture, loving inclusive language reflect values.	Ongoing.	Ongoing
	Develop knowledge digital directory for user access	September 2023.	DONE
	Encourage members to share soc media.	On going.	DONE
2024	Catalogue all church physical resources.	September 2023 (POSTPONED 2024)	To Start Q2
2024	Develop and release BMC Cong APP	In Planning - Due to release early 2024	To Start Q1
2024	Upgrade BMC fiber line to 50mbps - to aid LIVE streaming	In Planning - Budget Dependent	To Start ASAP