

Mission Resource Development Report to the Board of General Ministries, June 2018
Tina Turner, United Mission Coordinator

The promotion of United Mission has become a team effort. As the staff of the Office of the General Secretary travel to region events and churches, each will talk about the various ministries that United Mission supports.

American Baptist Churches USA Display

The ABCUSA Office of the General Secretary display will be featured at region and partner events. The display made its first appearance at the annual meeting of the American Baptist Churches of Vermont and New Hampshire in April and has been sent to seven region and national events.

Our new display features timely information with a captioned photo or collage mounted on a foam board for a professional look. These are cost effective and will be updated throughout the year as new items become available. This is the first time that all ministries of the Office of the General Secretary have been included on a single display, enabling us to tell our whole story visually.

When the display arrives at region events, it is our hope that the Board of General Ministries Director for the host region would help to staff the display area and share information about the ministries of the Office of the General Secretary. I encourage you to take a look at the display in the plenary room. I would appreciate receiving comments and/or feedback about the display and materials available.

What is United Mission? Brochure

In April, new brochure titled *What is United Mission?* was sent to all churches in two separate mailings. One copy with a letter of thanks was sent to churches who have supported United Mission in the past year or two. Another letter asking churches to consider adding United Mission support to their church's budget was sent to all of the churches that do not currently give to United Mission. This brochure asks and answers the question: Why should my church support United Mission? Information is also provided about the distribution of United Mission funds and includes a summary about what ministries these funds support. This unique gate-fold brochure will be a half-sheet finished size. Since the mailing of this resource, I have received requests from a handful of churches to send a copies that can be distributed to their membership.

Bulletin Inserts

New generic bulletin inserts are being produced. These are not region-specific, but instead feature the work of the staff of the Office of the General Secretary. These bulletin inserts will be used as handouts on our display tables and will also be sent to churches visited by our staff.

Region Bulletin Inserts

Additional region bulletin inserts will continue to be developed in 2018. I have had preliminary conversations with a few Executive Ministers about the content they may want to include and hope to have a new set available next month.

United Mission Video

I have begun to work with Technology Therapy Group to recreate the video we have available on the UmistheVehicle.org website. The updated video will be longer, focus on the variety of ministries that are powered by United Mission, and feature photos rather than vehicles.

Communications

I am pleased to report that Bridget Lipin welcomed her second child, Nicholas Lipin at the beginning of April. During Bridget's leave I am helping to provide coverage in the area of Communications.