

Report to the Board of General Ministries Executive Committee
United Mission Emphasis
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September 2018

Display Update

As the General Secretary, Associate General Secretaries, and Director of Development participate in region annual and biennial meetings, the ABCUSA display will be set up at as many events as possible. New bulletin inserts are being developed to describe the work of each Associate General Secretary. A bulletin insert that features the General Secretary has also been developed. In addition to including it on the display table, this bulletin insert will be sent to every church for inclusion in the bulletin on the Sunday that Lee is preaching.

As staff confirm attendance at a region event, an email is sent to the BGM Director in the region asking for their help at the display table during the meeting. To date several BGM Directors have agreed to help set up and staff the ABCUSA table.

***What is United Mission?* Brochure**

The new brochure titled *What is United Mission?* was mailed to all churches in April. Currently Leonardo Morales, staff member of the Baptist Churches of Puerto Rico, is helping to translate this brochure. A Spanish version will be produced once translation is complete.

United Mission mailing

A half-sheet size postcard will be mailed to all churches in September. If printed in time for this meeting, copies will be distributed. The front of the postcard asks "Will your church make a commitment to enhance the work of the American Baptist family by supporting United Mission in 2019?" The back of the postcard features an explanation of how United Mission dollars are distributed. The distribution of ABCUSA's portion is explained in more detail than in previous charts used.

Region Bulletin Inserts

A bulletin insert was developed for the American Baptist Churches of the Rochester Genesee Region and sent electronically to the executive minister for distribution. An insert was developed for the American Baptist Churches of Wisconsin and printed copies were sent to the region office. Marie Onwubuariri included these in the region's August mailing to all churches.

United Mission Video

Technology Therapy Group is continuing to work on a video which will focus on the variety of ministries that are powered by United Mission. I expect to see a first draft of the video before the end of September.

Upcoming promotional item

Another mailer is in beginning stages of development, I hope to have it available to send to all churches in early November. This piece will feature answers from several churches to the question "Why does your church support United Mission?" It will include churches of varying sizes and ethnicities, as well as from different areas of the country.