



2022 Evaluation Report



COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

WHO WE ARE

Our Vision

Changing the world by sharing the gospel of Jesus Christ.

Our Mission

Communicating all the good we can, in all the ways we can, to all the people we can, in all the places we can.



WHAT WE DO

Engage people with the story of God's work in the world through The United Methodist Church.

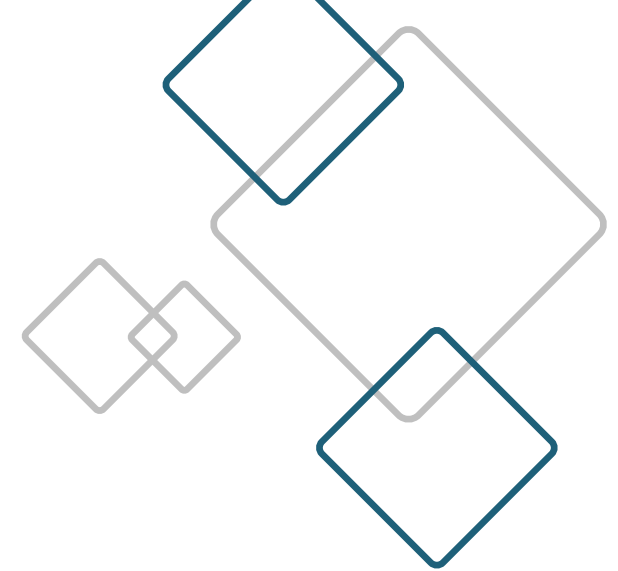
Equip The United Methodist Church at all levels to become effective communicators, as together we seek to grow the church in the 21st century.

Claim our role as the strategic communications and marketing agency for the global United Methodist Church by building communication infrastructure and networks.

Nurture our people and demonstrate good stewardship.

WEBSITE PERFORMANCE

Websites managed by United Methodist Communications continued to keep people informed, equipped and inspired.



	Sessions 2022	Sessions 2021	Change in Sessions
UMC	5,833,535	5,157,203	+13%
Resource UMC	1,822,343	1,703,683	+7%
UM News	2,254,937	1,764,223	+28%

NEWSLETTER PERFORMANCE

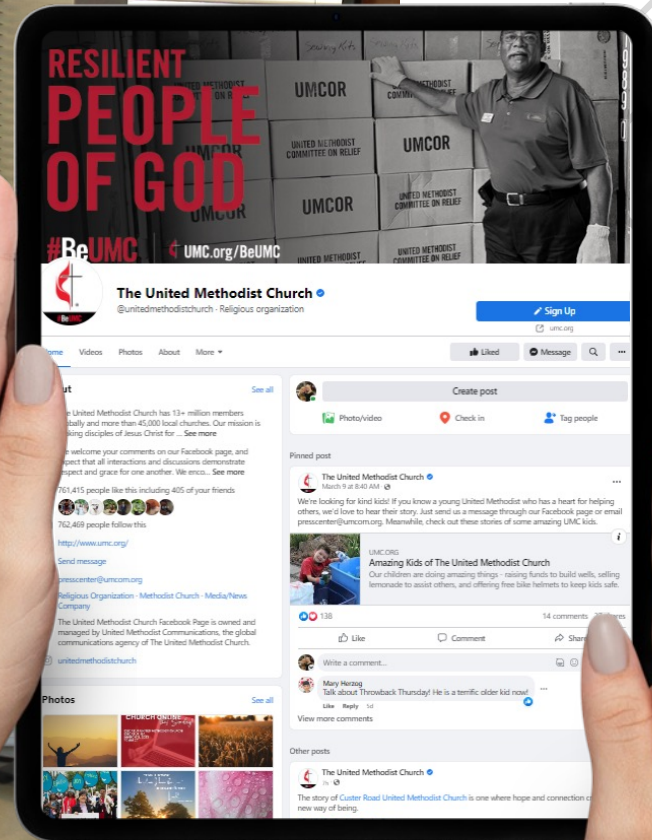
Newsletter
subscriptions
increased by **9.6%**
in 2022.

Publication	2022 Subscriptions	2021 Subscriptions	% Change Subscriptions	2022 Open Rate (% of Delivered)	2021 Open Rate (% of Delivered)	Change in Open Rate (% points)
UM Now	120,370	106,146	13.4%	37.7%	31.8%	5.9%
MyCom	48,564	49,489	-1.9%	33.0%	25.4%	7.6%
Friday Digest	48,894	48,774	.25%	37.5%	28.4%	9.1%
Daily Digest	57,779	44,793	29.0%	44.5%	37.7%	6.8%
COMPASS	23,159	22,748	1.8%	22.1%	14.5%	7.6%
The Source	14,824	14,255	3.8%	49.8%	42.6%	7.2%
UMComtigo	867	678	27.9%	41.4%	38.8%	2.6%
DuruAllimi	2,172	2,035	6.7%	51.4%	46.9%	4.6%
TOTAL	316,629	288,918	9.6%	40.8%	33.8%	7.0%



SOCIAL MEDIA CHANNEL PERFORMANCE

Across all channels, the agency had **1.72 million** social media followers and nearly **9 million** engagements in 2022.





SOCIAL MEDIA CHANNEL PERFORMANCE

	Facebook Followers 2022	Facebook Engagement 2022	Instagram Followers 2022	Instagram Engagement 2022	Twitter Followers 2022	Twitter Engagement 2022	TikTok Followers 2022	YouTube Views 2022
UMC	754,109	4,387,329	70,429	466,206	N/A	N/A	4,070	406,893
UMCom	204,979	796,556	2,540	3,583	N/A	N/A	N/A	N/A
UM News	233,544	919,064	N/A	N/A	27,924	14,711	N/A	N/A
ResourceUMC	83,354	961,965	N/A	N/A	N/A	N/A	N/A	N/A
Rethink Church	109,570	409,304	13,157	21,095	19,255	1,245	N/A	18,508
UMC Giving	118,010	394,145	N/A	N/A	N/A	N/A	N/A	N/A

ADVERTISING AND PROMOTION

Advertising campaigns, social media and other marketing initiatives helped to spread the message of The United Methodist Church and its ministries.

Advertising campaigns generated
463.9 Million
advertising impressions
in 2022.

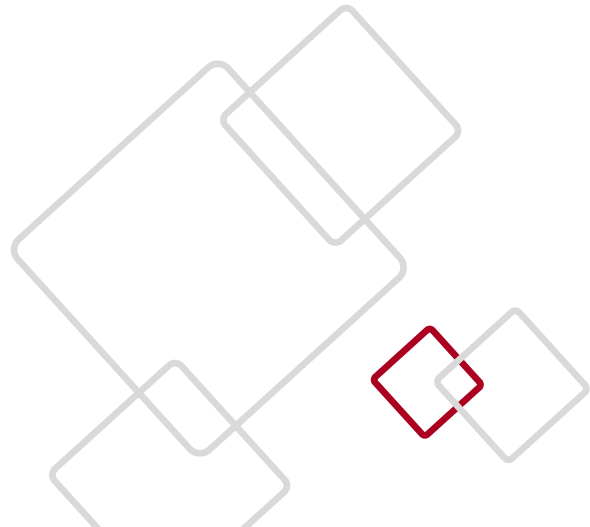


A [spring advertising campaign](#) invited audiences to celebrate a new season for togetherness and making meaningful connections. The ads were seen via digital display and video, including social media, websites, search engines, advanced television and billboards.

The [summer](#) campaign reminded viewers that local churches don't take a break from serving and ministering to communities and included a new slate of fun videos designed to engage people on TikTok and Snapchat.

ADVERTISING AND PROMOTION

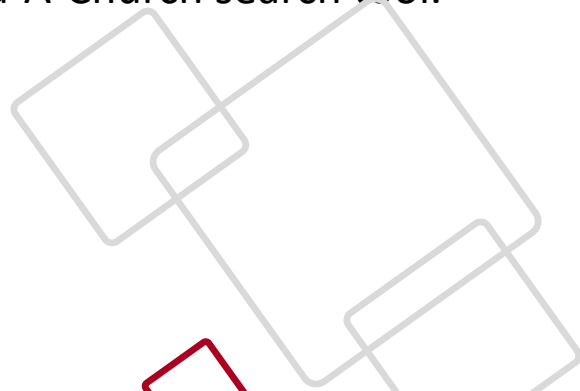
The Advent season saw a return to [Times Square](#) advertising, with jumbo animated ads and subway digital boards - along with English and Spanish-language billboards in **13 U.S. cities.**



INTERNATIONAL ADVERTISING AND PROMOTION

International advertising efforts included funding a ministry celebration event in the East Congo Episcopal area and the launch of an out-of-home [advertising campaign](#) in South Africa including billboard placements throughout Durban, Johannesburg and Cape Town.

Promotions were put in motion in South Africa for the Find-A-Church search tool.



#BeUMC

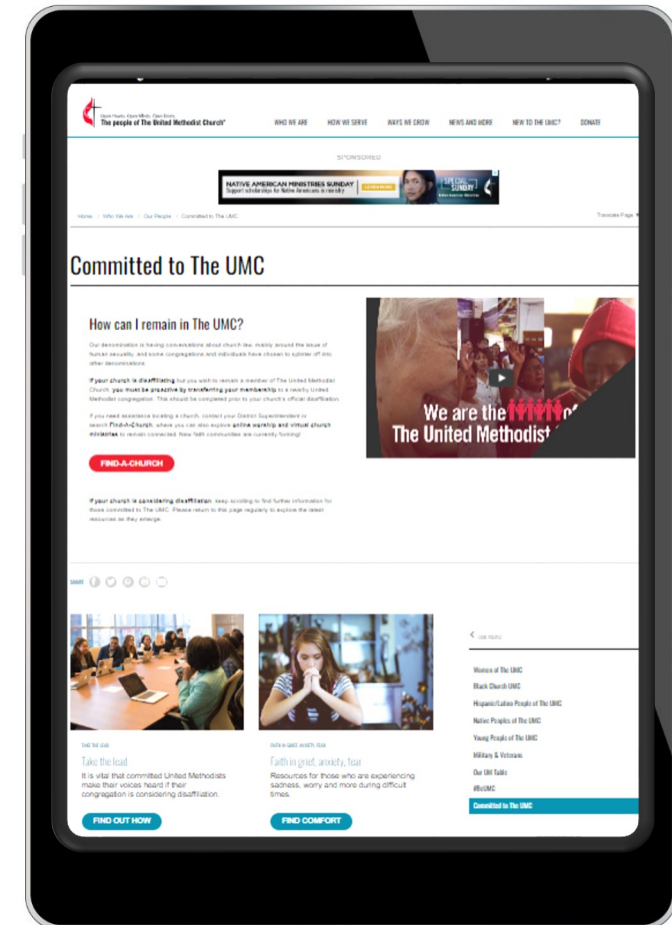
The #BeUMC campaign is based on a series of keywords/attributes that relate to our heritage and core values, centered around four key messaging themes. The call-to-action, **#BeUMC**, invites United Methodists to actively embrace our aspirations and be the church our world so desperately needs.



In 2022, United Methodist Communications launched the revised **#BeUMC** landing page ([UMC.org/BeUMC](https://www.UMC.org/BeUMC))-- a place for United Methodist members and constituents to learn about and find ways to participate in the **#BeUMC** campaign. Three theme videos were created to celebrate the work of the church by highlighting a **#BeUMC** core value. Resources were made available for churches to use on the agency's website for church leaders, [ResourceUMC.org/BeUMC](https://www.ResourceUMC.org/BeUMC), including themed graphics, a video, an infographic and a [new guide](#) for facilitating small group discussions.

#BeUMC

Based on church feedback, UMCCom created a [“We are the church. Together”](#) customizable slide presentation resource that reminded congregations of their identity as United Methodists while also inviting them to have constructive conversations about what they hope the future will bring, both for The UMC as a whole and their congregation. The presentation was built around the #BeUMC campaign themes of Making Disciples, Belonging & Inclusion, Influence, Connection and Impact and Experience of God Through The UMC.



The agency also launched a new page, Committed to The UMC ([UMC.org/committed](https://www.UMC.org/committed)), that provided resources for members whose congregations are going through a disaffiliation process, but who want to remain United Methodist. Those resources included a video, presentation slideshow, manual, tools for correcting misinformation and more.

#BeUMC

Awareness

Promotion of the internal #BeUMC campaign resulted in:

- **15.4 million** ad impressions
- **57.9 million** people reached via social media
- **80,000** ad web users

#BeUMC displays were set up at **15 events** to raise awareness among attendees.



The Connectional Giving Team elevated awareness of and participation in, The United Methodist Church's special giving structure.

CONNECTIONAL GIVING

HIGHLIGHTS INCLUDE:

- Promotional efforts played a prominent role in securing financial gifts:
 - designated giving reached **\$75 Million**
 - apportionment funds reached **\$115 Million**
- 167,000 downloads of materials
- 4 million page views
- 105 million impressions and 756,000 engagements from digital ads and social media posts

PROMOTIONAL FOCUS BY GIVING DESIGNATION

	Downloads	Pageviews	Impressions	Engagements
Designated Giving	138,978	1,786,709	85,103,885	694,167
Apportionments	28,774	2,297,542	20,308,332	59,834
TOTAL	167,752	4,084,251	105,412,216	754,001



LOCAL CHURCH SERVICES

The UCom Local Church Services Team

served over 1,700 local churches

through the implementation of new marketing solutions in areas such as branding and logo development, social media strategy, promotional outreach items and an array of website services. They also coached church leaders and pastors to be more effective in their marketing outreach efforts to help reach new people.

Team members participated in online trainings, podcasts, wrote best practices articles and shared their expertise in helping local churches develop communications best practices.

2,584 marketing services provided in 2022



More than **500** Zoom licenses continued to be activated through the Zoom grant program to help local churches stay connected with their congregations and the pandemic continued



218 local churches were resourced with free #BeUMC t-shirts and **300** churches received a customized #BeUMC banner



LOCAL CHURCH SERVICES

Type of service	Churches served
Easter, Fall and Advent Customized Promotional Resources	1,094
Zoom License Grants	500+
#BeUMC Campaign t-shirts + banners	518
Mission Insite Reports	135
Website Services	93
Social Media Services	82
Branding + Logo Development Services	43
Promotional Outreach Packages	24
Other Services	85

Two new projects began to provide directional signage for **44** local churches in the South Africa Conference and **513** local churches in the Zimbabwe Episcopal Area.



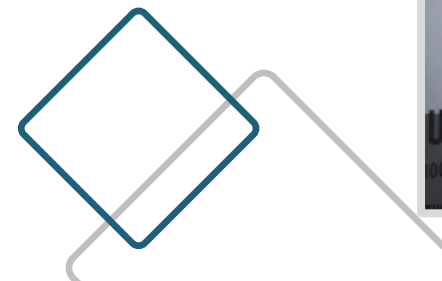
The team hosted an in-person three day training in Manila on website development, social media strategy and coaching for church leaders to reach new people through marketing and communication efforts.

TRAINING

The United Methodist Communications Training Team equipped church leaders to communicate effectively through the provision of training opportunities.

- Connected with **2700+** church leaders
- Worked with church leaders through facilitated courses like *Developing a Strategy for Communication Planning* and *Outreach and Design using Canva*
- Collaborated with agency social media experts and church communication experts to launch the first-ever *Communication Learning Week: Taking the Next Step* that delivered **30 skill building opportunities** to church leaders over the span of five days

Top 10 Online Training Courses	# trained
Creating Hybrid Worship Services	851
Outreach and Design Using Canva	461
Developing A Strategy for Communications Planning	241
Taking the Next Step	179
Social Media For Churches	156
Video Editing for Churches	93



PUBLIC INFORMATION

The Public Information Team helped to spread the message of The United Methodist Church and its ministries through publicity, media and public relations initiatives, working with news reporters to share our perspectives and pitch stories, press releases, feature writing, social media, crisis prevention and strategic response and media/crisis training.

Wrote and distributed

35

press releases

and

15

feature stories

Expanded visibility and awareness of the church through news media pitching

48

stories

to international, national and local outlets and working with news reporters from major media outlets to local news

Worked with other UCom teams and church entities, providing

Public Relations expertise

for

35

projects

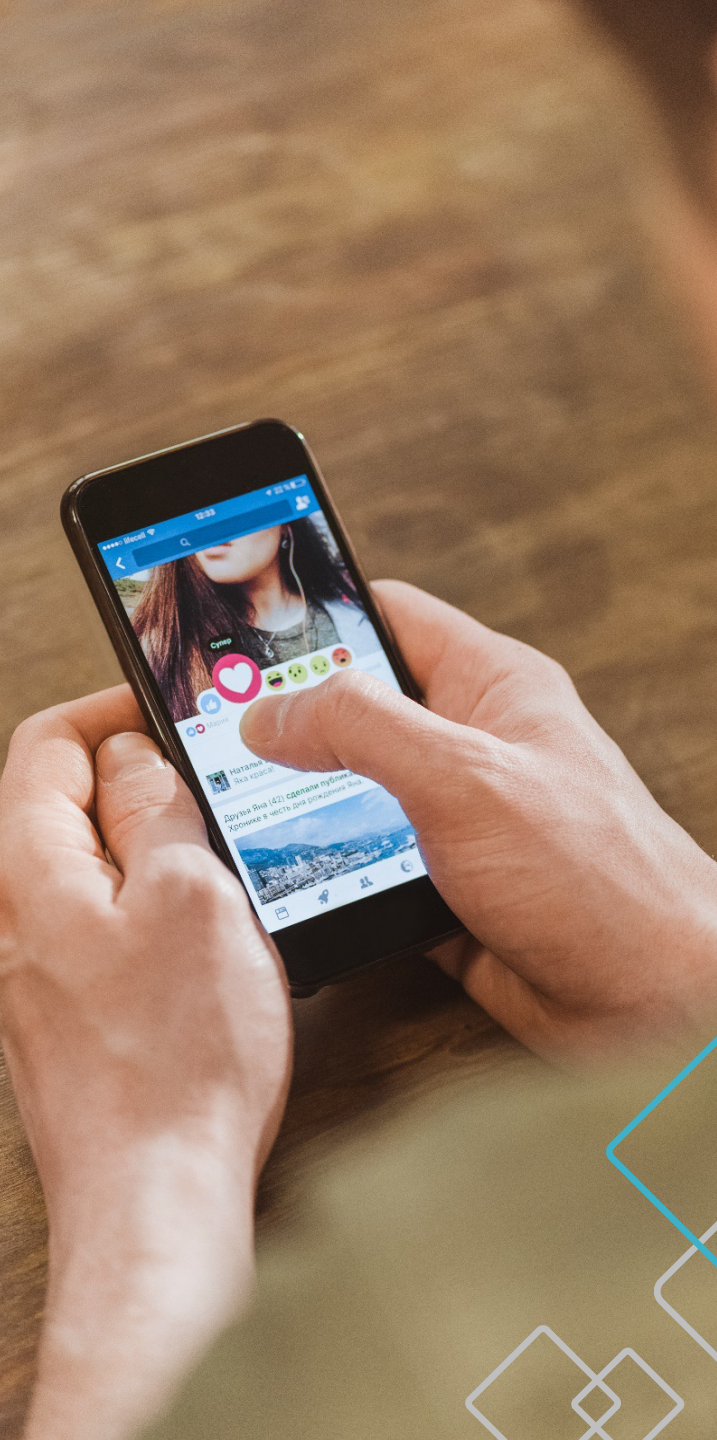
Collaborated with church entities on crisis prevention and response strategies and provided

3

training workshops



PUBLIC INFORMATION



Increased engagement on The United Methodist Church Facebook page by **23.7%**

Garnered more than **72,000** new Facebook fans through page likes campaigns

Based on the number of impressions, engaged users and link clicks, the estimated value generated by The United Methodist Church Facebook page doubled from 2021 to 2022.

Assisted church entities on crisis prevention and response strategies and training

CREATIVE STRATEGY

The Creative Strategy Team worked across the agency to assist with the creation of images and messages that compel people to take notice and take action.



253 Projects

2,015 Project Hours

\$19,000 In Revenue

100% Project Satisfaction Rating





LEADER COMMUNICATION

The Leader Communications Team empowered church leaders with meaningful, relevant and timely content, resources and information through ResourceUMC.org, The Source e-newsletter, and social media channels in multiple languages

Content highlights included:

- the [State of the Church](#) report
- [United Methodists Stand With Ukraine](#)
- a collection of new resources to help churches implement the [#BeUMC campaign](#)

178 pieces
of original content across
English, Spanish
and Korean audiences

59% increase in
Spanish-language traffic

37% of ResourceUMC.org
visitors were under the age of
35 and more than **70%**
were under the age of 55.

MEMBER COMMUNICATION

The Member Communications Team created an array of inspiring and informational multimedia content targeted to church members.

In 2022 efforts resulted in:

- 114 new pieces of multimedia content
- 40,000+ Get Your Spirit in Shape podcast downloads

Content produced by the team included topics such as:

- spiritual practice tips and devotions
- ways to stay connected
- mental health issues
- tools for parents
- common questions about the United Methodist faith
- struggles within the denomination,
- inspirational stories of faith
- an increased emphasis on content generated in languages other than English

To help viewers get a better understanding of what's going on in the denomination, 2022 saw the launch of [*The Recap: What United Methodists Need to Know*](#), a video series that offers a quick glimpse into top stories across the church



SEEKER COMMUNICATION

The Seeker Communications Team reached out to a multilingual audience of spiritual seekers with multimedia content that could be consumed through a variety of channels.



30% increase in Facebook engagement



7.6% increase in Instagram followers



Number of articles in 2022

English - 57	Spanish - 52
Portuguese - 52	French - 52
Korean - 52	



In an innovative new project, the Seeker Communication Team added **audio versions of web articles**. The various articles were compiled in one audio stream into an audio magazine, presented like a mini-podcast. The [April 2022 audio magazine](#) was the top organic Facebook post of the year, with a **14.5K organic reach**.

MULTILINGUAL CONTENT

Throughout 2022, the Member and Seeker Communication Teams worked to increase the availability of content in languages other than English on UMC.org, and developed a process for updating pages regularly. The result was more than 40% increase in traffic to all non-English content. The teams continued to seek ways to initially generate content in languages other than English. For example, they partnered with pastors and leaders to write Holy Week devotions in Spanish -- which were then translated for their English-speaking audience.

	2022 Pageviews	2021 Pageviews	% Increase	Sessions increase
Spanish	228,470	173,733	32%	19%
Francophone	46,110	25,293	82%	189%
Korean	18,373	9,928	85%	30%
Portuguese	19,821	12,504	59%	28%
TOTAL	312,774	221,458	41%	

41% increase in traffic to all non-English content



255
projects

7,000+
hours of staff
& equipment
time

Kingswood Productions generated revenue for communication ministry by providing production services to **27** outside organizations including Vanderbilt, PIC and Harper Collins Publishing.

PRODUCTION

Whether in the studio, on-site or online, the Production Team worked with partners across the church to take care of their production needs.

With its state-of-the-art studios and production team, United Methodist Communications delivered stories about the church and its people, completing projects for **22** church entities.

Highlights included:

- United Methodist Publishing House studio shoots with Adam Hamilton, Matt Rawle, four adult Bible studies
- Upper Room studio shoot/post for new series and several audio projects
- United Women in Faith production of six videos for May 2022 Assembly
- Production in Orlando including missionary interviews and #BeUMC testimonials
- Fall ad campaign post-production – “You’re Not the Only One”
- General Commission on Archives and History New Jersey location shoot, promos for assets shoot and post-production
- #BeUMC Sizzle video post in English, Spanish, Portuguese, French and Korean
- Launched The Recap in partnership with the Member Communications Team and provided monthly production/post production work.

UM NEWS

The UM News Team provided concise, accurate and up-to-date news about what's happening in the denomination around the world.

ENGLISH WEB STATS - For Year 2022			
Quarter	Number of Stories	Total Page Views	Average Time on Page
Q1	87	617,141	4:33
Q2	88	618,697	4:13
Q3	91	610,861	3:55
Q4	95	863,373	3:35
Total	361	2,710,072	4:00

SPANISH WEB STATS – For Year 2022	
Number of Stories	Total Page Views
152	191,172
KOREAN WEB STATS – For Year 2022	
Number of Stories	Total Page Views
151	163,816
PORTUGUESE WEB STATS – For Year 2022	
Number of Stories	Total Page Views
119	38,302
FRENCH WEB STATS – For Year 2022	
Number of Stories	Total Page Views
50	12,386

In 2022, UM News produced more than **650** news stories in English, Spanish, Korean, Portuguese and French

- Priority coverage areas (all languages)**
- Breaking news/features
 - Future of the church
 - Support of Ukraine
 - Multimedia feature stories utilizing Adobe Spark

UM NEWS

- Traveled to four Eastern European countries to report on the United Methodist response to Ukrainian refugees; to southern and central Mexico to spotlight ministry to immigrants; to Laos to report on a United Methodist mission initiative
- Sent teams to Kentucky, Louisiana and Florida to assist conference communicators with disaster coverage
- Staffed and covered all of the episcopal elections in the jurisdictional and central conferences
- Opened an Africa bureau in Harare, Zimbabwe to provide news coverage and other support for United Methodist Communications
- Added a new feature on the UM News portal promoting stories from annual conference and general agencies
- Introduced two new commentary series -- “Hollering for Change” and “Our World, Our Parish”
- Focusing on issues related to incarceration, staffed the National Summit on Mass Incarceration and interviewed women and staff in a West Virginia prison about a United Methodist ministry
- Covered Africa University’s 30th anniversary celebration in Mutare, Zimbabwe
- Provided definitive coverage of the issue of disaffiliations, covering all of the major breaking news on the topic in addition to featuring commentaries that offered different perspectives



ASK THE UMC

Ask The UMC, a ministry of United Methodist Communications, continued as the information service for all things United Methodist.



Introduced the “Is The UMC really ...” series, addressing questions about disaffiliations and the future of the church

Produced a series of articles on “Valuing Life,” exploring and explaining The United Methodist Church’s beliefs about every stage of life

Working with UM News to focus on the plight of the homeless at the beginning of the year, provided information on how individuals and churches can respond to the growing need

Provided information on how people could help with the United Methodist response to refugees who have been forced to flee their homes because of the Russian invasion

Ask the UMC responded to more than **12,000** queries via email, phone and live chat and saw an **84.5% increase** in chats alone.

TECHNOLOGY

Web Development

The Technology Team strove to supply the best web experiences for internal staff, members and clients.

2022 ACTIVITY HIGHLIGHTS:

- Rolled out **six new client services** in partnership with the Local Church Services Team
 - five-page website build
 - website rebuild
 - website security
 - one hour website coaching sessions
 - additional page buildouts
 - search engine optimization (SEO) assistance
- **Reduced page load times by more than half** for UMCom managed websites
- Updated sites for better SEO and GDPR compliance
- Migrated General Commission on the Status and Role of Women's website, all Judicial Council decisions and past General Conference site content to ResourceUMC.org
- Refreshed newsletter sign-up pages
- Enhanced user experience for the Find-A-Church and My Portal tools
- Maintained a **\$140,000 revenue**



GLOBAL COMMUNICATIONS TECHNOLOGY

The agency's staff continued to build an innovative communications infrastructure, offer equipment assistance and provide training that equips United Methodists to impart life-saving and life-changing messages throughout the world.



UMConnect

Over **695,000** messages were sent or received using the UMConnect platform. As a result of training and outreach over the last few years to help people better understand how to use UMConnect effectively, utilization of the platform experienced a high degree of organic growth in 2022.



Strategy and Connectivity

The Global Communication Technology Team met in Cape Town to work together on strategy and attend the AfricaCom conference.

The team worked diligently to continue providing Internet connectivity to episcopal offices across Africa and began laying the groundwork to make this program sustainable.



Radio

Working with the United Methodist Radio Network, we continued to build capacity and prepare for a potential shift to the United Methodist Broadcast Network.



Church Mapping

Collective work from in-person church visits in the Philippines, Democratic Republic of Congo and Cote d'Ivoire to identify and gather information and images not previously available in the Find-a-Church search tool resulted in an **additional 1,143 churches added** into the database in 2022. This effort quite literally put these local congregations on the map for more people to find them.



CENTRAL CONFERENCE RELATIONS

Presence & Support

United Methodist Communications remained passionate about continuing to grow its global partnerships on behalf of United Methodist ministry.



Built Relational Bridges

- Engaged parties to enhance mutual communication for effective partner engagement
- Engaged church leaders where there has been a lack of trust, such as in East Africa, West Angola, DRC, Nigeria and Burundi
- Completed a stakeholder analysis
- Informed bishops and their leaders regarding benefits of specific UCom services for the common good

Assessed Needs

- Identified equipment and training needs for South Africa, Burundi and South Congo for radio and television evangelization
- Began initial exploration of ministry opportunities in Senegal and Cameroon

Nurtured Relationships

- Worked with leaders both internal and external to increase greater collaboration.
- Established better communication means and aligned ministry work
- Great strides were made in Zimbabwe, Nigeria, Mozambique, Philippines, DRC, South Africa and in Europe

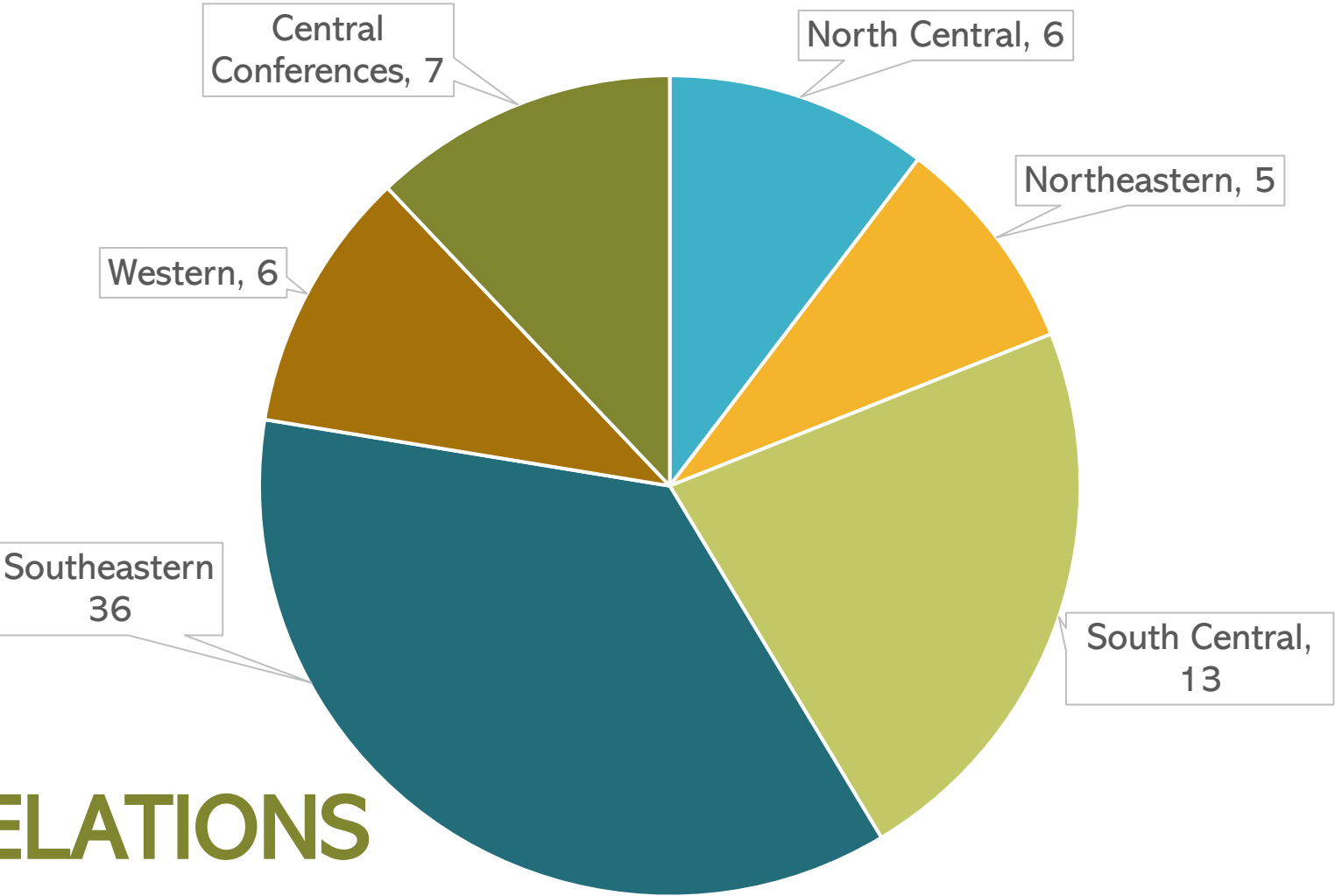




Agency Presence by Jurisdiction

United Methodist Communications worked to support, inform and equip the Annual Conferences throughout The United Methodist Church in the United States as partners in ministry.

Efforts surrounding this relationship building and partnership included monthly communicator meetings and regular email updates, disaster communications support, event representation and sourcing, supplying general resources and sharing stories from within their conferences.



U.S. CONFERENCE RELATIONS

Presence & Support

RESEARCH

Research provided the grounding for the work at UMC, allowing the agency to understand attitudes, behaviors, needs, motivation, media habits, audience segments and more, leading to the development of the most relevant content.



Eight
strategic projects
to inform the work of
the agency completed.

Studies represented
almost
3,500 interactions
with leaders, members,
ethnic groups, young
people and UMC
staff.

Qualitative and
quantitative
methodologies
were employed.

Learning from our
**Ethnic Leader
Engagement Panels**

continues to
uncover
opportunities to
meet the unique
needs of
these groups.



The
**Youth Exploration
Study**

is the 1st
collaboration
project across
multiple
UMC agencies
and entities.



The updated
Member Persona

work informs
content to
effectively reach
this audience.



The **Disaffiliation
and Spirituality
Study**

guides content and
placement strategies
to make The UMC
more relevant.

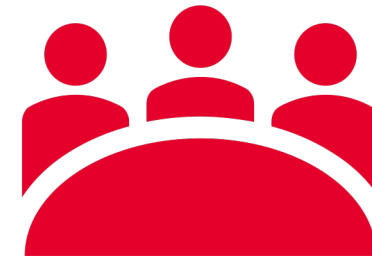


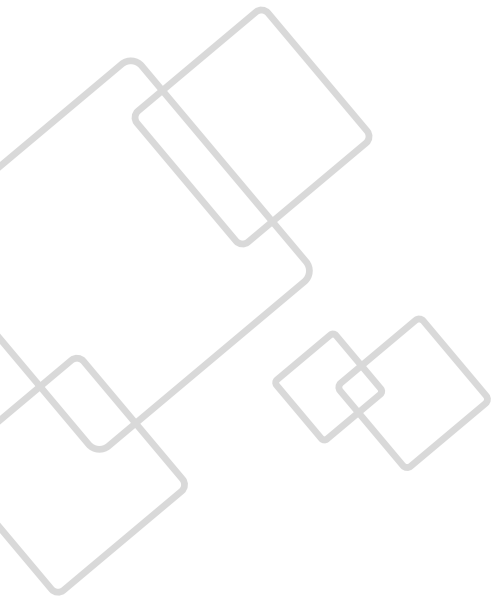
HUMAN RESOURCES

Staff

In 2022, the Human Resources department managed employee experiences to maximize productivity and encourage overall wellness.

- UMCom staff continued to thrive in a predominantly remote working environment.
 - 90% of employees were working from home and 10% were on-site
 - Staff consisted of six out-of-state staff and 71 staff in Nashville and surrounding communities
 - Online town hall meetings, bi-weekly digital community meetings, weekly online chapel services and three in-person gathering opportunities aided staff in staying connected
- The retention rate continued to maintain at a positive rate.
 - 2022 milestone honoree celebrations represented a collective **115 years of service**
 - Employee engagement is positive
 - Training and skills opportunities continue to be in great demand and provided by the agency
 - The agency is mindful to look for ways to allow staff to utilize all of their skills
 - Three staff members retired and there were four voluntary terminations
- Staff honed important skills by participating in a number of individual and group trainings.
 - **43 trainings** undertaken and **\$38,000** paid to support continuing education
 - Supervisors participated in and completed EQ-Emotional Intelligence Training
 - **All staff** received Diversity Training and supervisors attended the How to Strategically Address Black Lives Matter, White Privilege
- **63%** of the staff participated in the wellness initiative and Infinity Wellness interactive emails were introduced
- **100%** of staff completed open enrollment on time





Outreach

As a part of a July staff gathering, wish list item donations were collected for Metro Nashville Animal Care & Control to assist during a time of heightened need as the shelter was overflowing and past capacity.

At Christmas, staff donated \$200+ in cash and 60 gifts to bring the joy and the love of Christ to nine foster youth in the care of the Middle Tennessee Department of Children's Services (DCS).

HUMAN RESOURCES

TECHNICAL INFRASTRUCTURE &

FACILITIES
The cross-functional Technology Team ensured that employees had reliable computers, server access and support assistance whether working remotely or in-house. They also oversaw the activities necessary to operate, maintain and manage the physical building.

Technology Highlights

The team successfully evaluated, imaged, prepped, coordinated and deployed a leading-edge generation of laptops, office software and a cloud-ready endpoint management solution to United Methodist Communications staff.

Keys to the success and faster than planned deployment of this never before done remote work project was a full greenfield effort by all team members. New and imaginative use of current tools, vendor abilities, strong work ethic and dedication made this important project a success.



TECHNICAL INFRASTRUCTURE & FACILITIES

Facility Highlights

- Remodeled area to provide a comfortable place for studio the lower floor common clients to experience while on-site for video productions, to provide a break space for non-remote staff and to support staff/client/partner gatherings
- Continued to host the United Methodist Publishing House and began the work to welcome The General Commission on United Methodist Men at the 810 12th Ave S. building in Nashville, TN
- Generated revenue for agency work through a public parking spot usage fee partnership



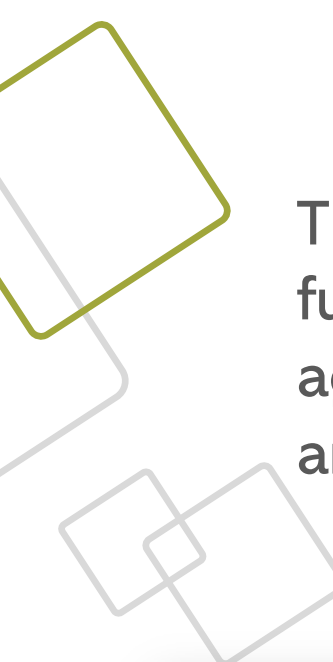
NET-ZERO INITIATIVE

United Methodist Communications participated in an ongoing interagency commitment to work toward just and equitable net-zero emissions.



Key highlights include:


- Provided strategic communications guidance to the conversation in partnership with all participating agencies
- Collaborated with the overall Just & Equitable Net-Zero Coalition (JENZ)
- Actively participated as a JENZ core team member
- Provided editorial and creative design work for the 2022 [progress report](#)
- Played an essential role in mobilizing audiences by raising awareness of the climate crisis, using storytelling to put a human face on the issue, sharing how church leaders are addressing climate change, providing how-to ideas to empower those driving change and fostering dialogue
- Managed the initiative's main [landing page](#)
- Shared building space with [other church agencies](#) to reduce overall General Agency footprint
- Evaluated its facilities, programming and staff resourcing to develop a baseline to holistically work towards reducing greenhouse gas emissions



The finance team handled functions related to the agency's financial well-being and travel needs.


OPERATIONS - FINANCE

The Finance Team worked diligently to ensure that the agency operated with good stewardship of the funds provided to us for our ministry. Focused on serving employees well, the team changed processes to make them easier and more efficient for everyone.



Processed **661**
Chrome River
expense reports

Completed **147**
payment batches
comprised of over
1,500
transactions
completed



Managed transactions
totaling **\$21.1M**
in cash

Efforts were made to pay vendors and issue employee reimbursements in a timely fashion to be respectful of these individuals and their financial needs.

TESTIMONIALS

“I am absolutely grateful for United Methodist Communications assistance and guidance with social media! I use the tools that I have gained daily! I honestly can't thank you enough! United Methodist Communications has turned into my go-to for any marketing leadership.”

- Dawn Haney, Ogallala UMC

More than 2000 people have subscribed to our newsletters. Here we are very grateful for the great support of UMCom in order to get our information and news to those who are interested in a targeted manner and with as little effort as possible.”

- Pastor Bernd Schwenkschuster, Metzingen (Germany) United Methodist Church

“I would highly recommend you to any United Methodist church that is struggling and I am hopeful our church can make use of the other ongoing resources you have provided to share Jesus with our community. It makes me proud to be a United Methodist.”

- Pastor Joe Shaler, CrossWind Community Church