

**OFFICE**  
**Tommie Moore**  
**Program Administrator**

The work of the All Saints' staff centers on supporting the ministries that All Saints' offers. Our jobs would be impossible to do without the energy and faithfulness of our volunteers! It has been a privilege to work with all of you this past year.

When coordinating any service, event or program, much goes on behind the scenes to help make the occasion a success. In 2016, some of the behind the scenes efforts included – weekly staff meetings, publishing bulletins for Sunday and Wednesday worship services, and bulletins for special services such as those held during Advent, Christmas, Epiphany, Lent, Holy Week, Easter, Pentecost, and All Saints' Sunday, as well as funerals and weddings. We also published the *Cross and Crown* newsletter monthly and sent Saints' News emails weekly. Together we coordinated numerous meetings for the church and events for the broader community. Other significant events in 2016: the Annual Parish Meeting, the Bishop's annual visitation, Youth Sunday, Pentecost Crawfish Boil, Vacation Bible School, Festival on the Field, Blessing of the Animals, Parish Picnic, Trunk or Treat, Lessons & Carols service and reception and the Saints' Brew Christmas dinner, just to name a few. For every event, meeting, worship service, etc. that the office staff has supported, each committee chair, team member or coordinator has supplied the leadership making it all come together successfully. It has truly been a team effort and you will see that reflected in each of these reports. We could always use a few more hands, so if there is a specific area you'd like to be involved in, please call me and I'll be more than happy to get you connected! We also have a team of dedicated office volunteers that help fold bulletins, answer the phone during our weekly staff meetings and are always ready to help in whatever way we need. If you'd like to be a part of this group, just give us a call.

In October, 2016, we started work on publishing a new pictorial directory with Nathan Duncan coordinating and organizing the effort. We are extremely fortunate to have Nathan's expertise in this area, allowing us the luxury of producing a directory fairly often. One change in the publishing of our directory this year is that we will offer it online (if you prefer a printed copy, we can do that too!). We are learning how to upload the photos online (password protected to protect your privacy), so bear with us, it'll be ready soon! Watch your newsletter for further details.

In 2016, we continued our efforts to expand our presence on social media, which includes Facebook, Twitter and Instagram. You can look to our social media outlets (AllSaintsTupelo) for information about upcoming events, worship services, photos from gatherings (a great way to document our history), funny videos, adult and children's choir videos and even "breaking news." A link to our newsletter is posted several times a month, and a link to Sunday's sermon is posted weekly. We also post news from the Diocese of Mississippi, the National Church, as well as other items we find interesting. And, as we sign off for the night, we always share one of the beautiful prayers of the Episcopal Church.

At the beginning of 2017, we have 1,385 total "likes" (people who follow us) on our Facebook page. During the month of December, 2016 our "total reach" or the number of people our posts were served to was 38,093, with 6,758 of those people "engaged." Measuring engaged users goes a step beyond our page's fan count to tell us how many people are interacting with our page. Out of the people that we were able to reach, these are the users that took action on our page, or with our content. When people engage with our posts, that impacts our ability to reach a larger audience.

Those who engage on our page are a valuable audience segment, since they are the ones consuming and sharing our content on social media. Our post about our Christmas worship services reached 4,666 people over a 5 day period. All this to say, if you haven't found us on Facebook yet, look us up and "like" our page. Next, invite your Facebook friends to do the same. Then, as we post articles, links, pictures, etc. on our Facebook page that show up in your News Feed, please "like" ***and*** "share" our posts on your own Facebook page. This will broaden

our audience and hopefully allow people to engage our page, our website and generally learn and become acquainted with All Saints'. We'll continue to do our part in posting fresh, and relatable content.

Another online resource for us is our website ([www.allsaintstupelo.org](http://www.allsaintstupelo.org)) which was redesigned in 2014 with a new look and updated content. Our goal in the office is to keep all of the content, both written and pictorial, up-to-date and fresh. You can always visit our website for information about Sunday worship services, programming, and lectionary readings. Quick links to sermons, pledge cards, and the newsletter among other information, can be found on the home page. In 2016, 10,052 people visited our website and viewed a total of 20,564 pages. Of those users, 74.3% were first time visitors to our site.

In 2016, the office was allocated \$16,565 and we spent \$15,283.37 - \$1,281.63 under budget. Office expenses included the purchase of office supplies, newsletter paper, bulletin paper, toner, ink, acknowledgment cards, Ordo calendars, security for Watch at the Altar of Repose during Holy Week, CDF annual membership, birthday cards, envelopes, postage, Automated Church System (ACS) support, copier maintenance and repair, computer backup system renewals, Office 365 renewal, Forward Movement publications and other supplemental scriptographic materials and advertising which included the Daily Journal, our Constant Contact subscription, Google Ads and Facebook "boosts". Most of our printing is conducted in-house, thus reducing our printing costs. We are grateful for and would like to thank ECW and the Endowment Fund Trustees for the three new computers purchased for the office in 2016.

Moving more households to receiving their newsletter and notices via email saves on expenses in the categories of postage, printing, office supplies, copier supplies and maintenance. Approximately 415 people receive their monthly *Cross and Crown* newsletter by email, with approximately 200 households receiving paper copies. "Saints' News" our weekly communication, usually sent on Tuesdays highlighting services and activities for the week, is strictly an email communication, so be sure you've signed up to receive it. If you would like to receive the *Cross and Crown* newsletter by email, please contact Nancy at [nancy@allsaintstupelo.org](mailto:nancy@allsaintstupelo.org). In addition, all reminders and notices are emailed. We will continue to look for ways to reduce our spending and/or spend the office budget more efficiently.

2017 will bring change to the office and the way we operate, with Fr. Paul departing All Saints' to assume his new role with the Diocese of Mississippi as Canon to the Ordinary. Our entire diocese will benefit greatly from the expertise he brings to that position. The staff and I will miss his leadership, wisdom and humor as we navigate the new year. We wish him only the best in his new role! I'd like to offer my thanks to the remaining staff: Rick Armstrong, Sexton, Michele McBride, Bookkeeper, Jessica Nelson, Organist/Assistant for Music and Liturgy, Nancy Sweat, Parish Secretary and Stacy Carroll White, Youth Director, as well as our volunteer staff, Michelle Hester, Coordinator of Children's Ministries, Mary Howard King, Outreach Coordinator, and Vicky Vance, Coordinator for Pastoral Care. They are a dedicated group of professionals, who take their jobs seriously and deliver their work with the highest of standards. With the help of all of our volunteers, 2017 will find All Saints' moving forward, embracing and sharing the gospel with our neighbors and beyond, while we continue to live into our mission statement: *To equip ourselves for Christ's service by gathering for worship, fellowship, prayer, and study; To minister to and support each other, and to welcome all who walk through our doors; To act as responsible stewards of God's gifts to us; And to do God's work in the world by seeking and serving Christ in all persons.*