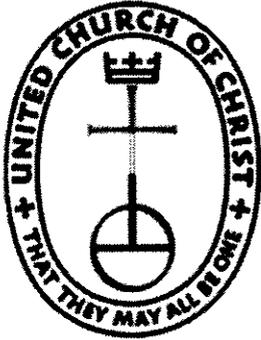


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UNITED EVANGELICAL CHURCH, UCC

a just world for all.

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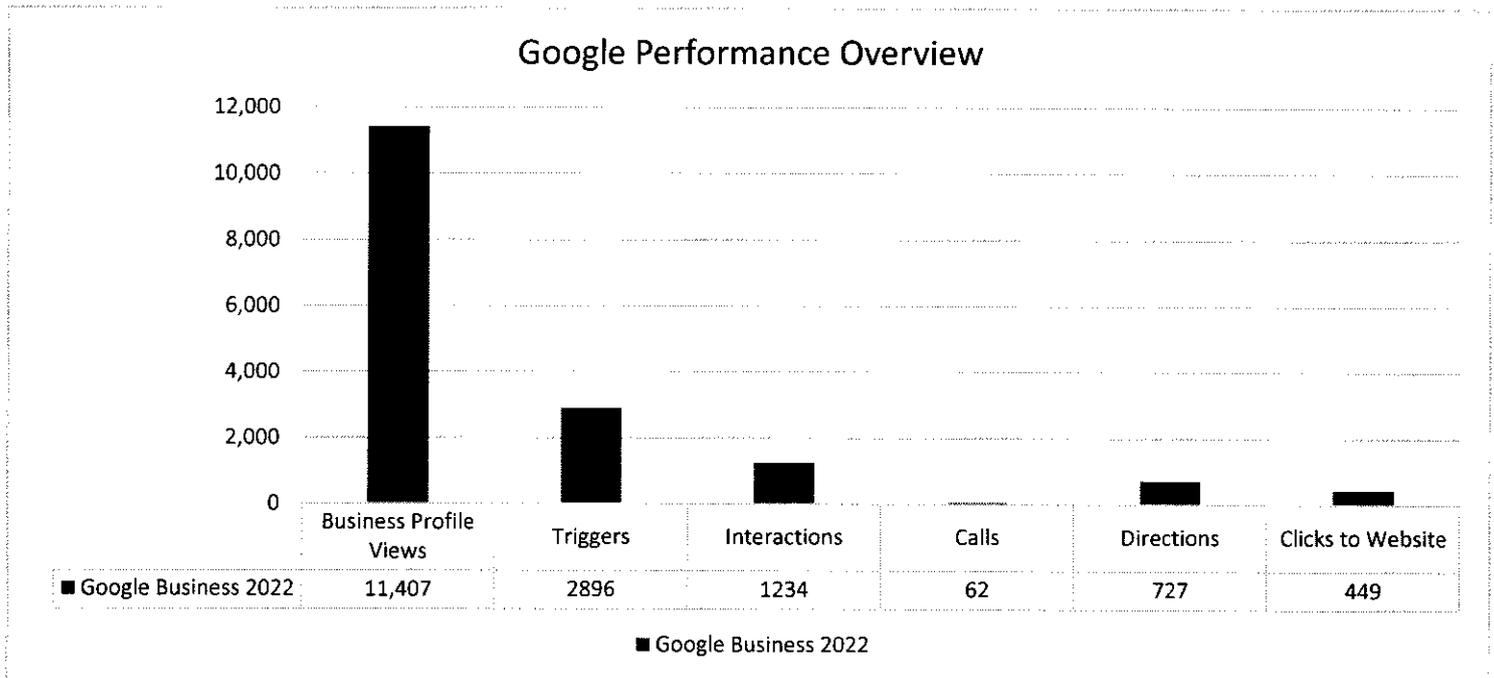
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Google Notes:

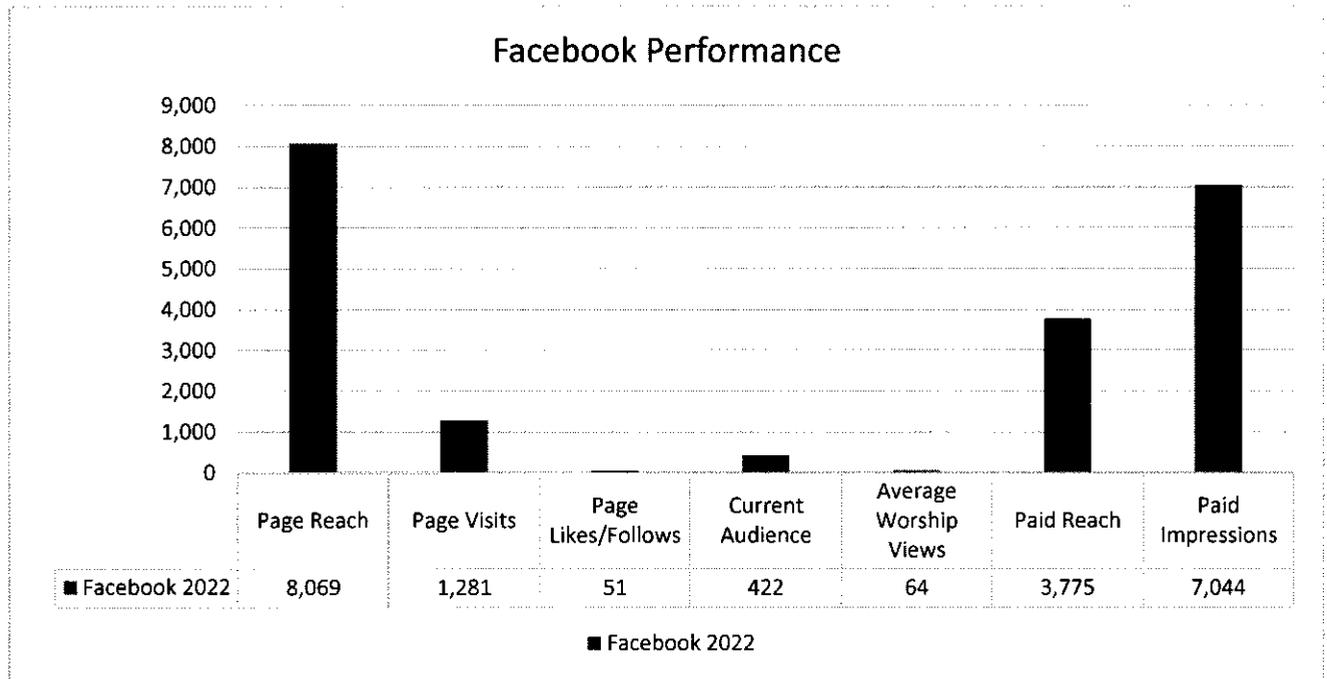
-During the year 2022, the UEC Google Business profile popped up in google searches by trigger words matching our website between 2,896-3,259 times.

-Keywords over the last year:

*UCC- 1,838*Church-664*United Evangelical Church-404*UCC-123*United Church of Christ-106*Churches Near Me-64* Less than 15 searches per month were keywords: Church Event Near Me, All Churches Within a 60mi Radius, Canton United Church of Christ, and Churches on Toone Street

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Facebook Notes:

Compared to prior year

-Page reach is UP by 23.2%

-Page visits are UP by 36.9%

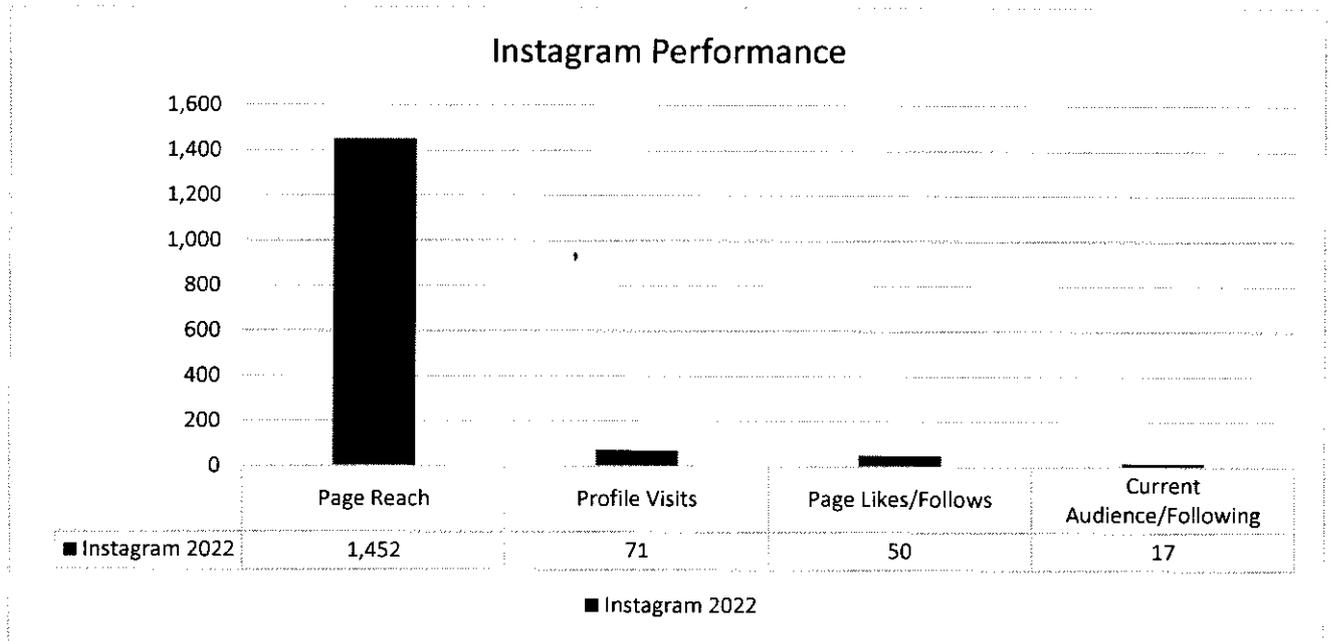
-New Page Likes Follows UP by 37.8%

-Current audience increased by 66 people over the 2022 year.

-All areas have increased from where we began.

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Instagram Notes:

Performance over 2022

-Page reach is UP 100%

-Profile Visits UP 100%

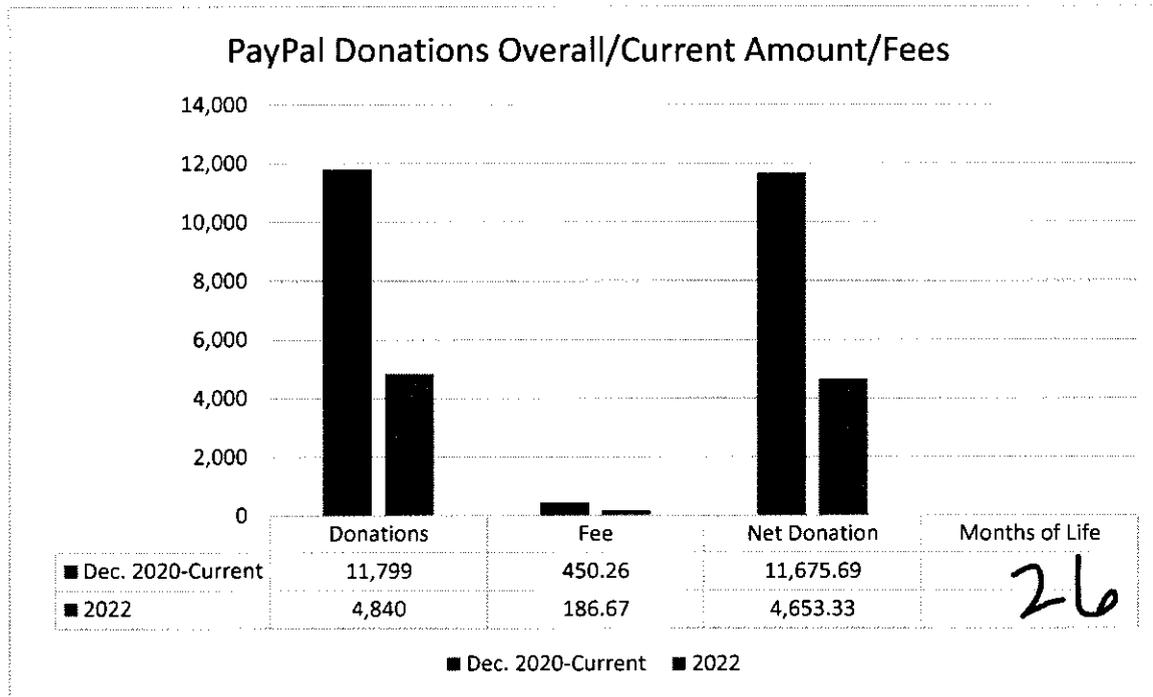
-We've had 50 follows in 2022

-Current Audience Increased by 50 in 2022

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PayPal Records Overall and Current



*Note that transfers made typically take 1-3 days to be made available to the UEC bank account.

*Due to UEC being listed as a "group non-profit" under United Church of Christ, we are not accepted for non-profit status with PayPal. (This was a several month-long attempt that wasn't granted)

*If you would ever need to access a detailed record of PayPal account information, records are kept by myself, Abby and Arlene. For those authorized to access the account, Abby holds the necessary information to do so. I make transfers to the church bank, the last week of each month, a few days before month end.

Fees- 12/30/2020 - 2.9% + .30 per transaction

As of 8/2/2021- 2.89% + .49 per transaction

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Worship Presence Report (2022)

*Below is representative of an average number of people that reflect attendance and online presence over the course of 2022.

In The Sanctuary: **27**
(During Worship)

Online Live: **8**
(During Worship)

Overall Online Watch Total: **64**
(During Worship & Other times such as "watching later")

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UEC Website

-The UEC Website has been completely redone over the last couple years.

-The website has a homepage that lists our current Sunday/Other worship services and any major announcements that need to be seen right away. There is a site map at the bottom of the homepage for navigation. Navigation can also be utilized through dropdown menu lists by category

-The Welcome Menu lists 3 pages: "Who We Are", "What We Believe" and "Sunday Worship". Each pages includes details.

-There is a Get Involved Menu listing 2 pages: "Current Events/Happenings" & "Classes/Studies/Discussions". The events page lists all our current events, announcements and below these items, there is a list of ministries at UEC. The classes page was where Bible Study info was kept. Right now, that page has an inquiry form on it for anyone who would be interested in classes with us.

-There is a Social Justice Menu listing 5 pages: "Mental Health (NAMI)", "Addiction Resources", "All Means All", "LGBTQ+" & "Reproductive rights. These pages are resources for each of these communities. The all means all page has a video from faces around the world and proclaims welcome to each of us, calling for justice from the hands of oppressors. Our LGBTQ+ page has videos of theological resources; the mental health page has resources for help and a video that supports breaking stigmas. The addiction page can take one to daily readings and has meeting locator resources. Finally, the reproductive rights page has an official statement posted from the UCC.

-The Connect with Us Menu lists 4 pages: "Prayer Requests", "Contact Our Team", "Additional Services" & "UEC Resources". Prayer requests can be sent into us and we do get them. Our ministry leadership/employees are listed with bios and contact information. Additional resources are listed for weddings, baptisms, and such, as well as the hall rental. The UEC resource page is used for internal documents that our online versions of things that would come on paper on the bulletin. There is always a button or link to request things and send them back digitally.

The Donation Menu is one page: This takes people to the donation page where they do PayPal donations. Below the PayPal button, is an option to send a note into UEC's church office that would specify a donation amount and where it is being designated.

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Hydration Station/ Other Orders

-There were 11 invoices for amazon in 2022.

-These are orders mostly for the hydration station but have also included other items that were installed or needed at the church and/or used for children's time.

-All invoices are sent to Abby and given to Arlene, after I confirm reception of a complete order; to be accounted for. Total: \$619.43 (One item never arrived= refund issued of \$25.99)

Advertising

-There were 5 ads ran on social media platforms during 2022. Total: \$79.00

Thoughts

-Being a UCC church has been our biggest advantage.

-Advertising produces attention but not high retention (good or bad for the average cost?)

-We have also had an increase in attention and have gained a few new members over the last year, but I feel we have struggled with retention when we look at the attention we have received.

-Most of our online community is women (71.60%).

-It would be beneficial to us to raise our male audience: men (28.40%)

-The bulk of our audience is over 45 years of age.

-It would help us to raise interest to the younger potential audiences.

-Instagram is a work in progress and has gained some slight increases

-I would like to place food for thought of offering a virtual membership option, to see if that produces any results.

-Hydration Station has been a success

-Online service has also been a great thing for people

-PayPal has been a success

-Tech and I have done well in navigating through our work and keeping things advancing

-The Proclaim church software has not only been a place of presentation on Sundays, but has also been a way to create online material, announcements and bulletin covers.

-Looking forward to the movement of the Visioning Study Implementation

-Overall, this has been an honor of a moving journey and there is strength present in our community. I pray that we continue to be winded forward by the Spirit of God.

God Bless 2023!

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