

Pastor's Newsletter – July 2017

In April an email was sent out to the entire congregation regarding the development of an Outreach or Marketing Team for Hilton United Methodist Church. In that email I was aware of how uncomfortable the term “Marketing” is to the church. Because of this uncomfot, Church Council wanted to call this new team “Outreach” and I announced this in the email.

However, after prayer and study it was brought to my attention that we need to call this initiative what it is, “Marketing.” Outreach as a concept that typically refers to Mission. Our Summer Cadet Cupboard and Sharing Supper ministries would be considered “outreach.” This would lead to confusion as Marketing involves promoting ourselves within the community and developing a target audience in order to “Make Disciples of Jesus Christ for the Transformation of the World.”

In April, Church Council voted and approved the development of a Marketing Team. I invite to you be in prayer for the members of the Marketing Team:

Ed Earnhart	Web-site development
Sue Emerson	Research
Jim Butts	Contacts
Pastor Jennifer Green	

Ed, Sue, and Jim will be actively recruiting people who might feel called to work on a temporary team to develop each area in our marketing plan. If you have expertise or a passion for any of these areas, please do not hesitate to call them. This is not a 4 person effort, **our marketing initiative will be an entire congregation effort** in the year to come.

Our Team Mission is:

Targeting *the unchurched of the community of Hilton and surrounding areas.*

Reaching *out to them in love and grace.*

Drawing *people into connection with God.*

Nurturing *people in Discipleship of Jesus Christ.*

Transforming *lives and our community.*

I want to thank Ed Earnhart for discovering and taking initiative to apply for 2 different grants from the General United Methodist Church in Nashville, TN. We were accepted for a Website Development Grant and a Marketing Grant. Both of these grants are not monetary, but are for goods and services to help us develop a new and improved web-site and a clear marketing initiative. They will give us support and structure to accomplish our task. This is our Fair Share Giving at work. It pays to pay 100% of our Fair Share Giving and these are those dollars at work for the local church. The General Church will help us to have clear research of our surrounding community and develop a clear marketing target.

As we explore who our target at Hilton United Methodist Church might be, I want to caution ourselves. Our target might not look like us. Our target might not be middle class and all put together. Let's face it; who of any of us, if we are honest, have it all together? I want to emphasize that our marketing initiative is not just to put “butts in the pews” and

“more money in the general fund.” Our marketing initiative is much deeper and is truly designed to fulfill our **Mission: “Make Disciples of Jesus Christ for the Transformation of the World** and our **Vision: Following Christ, Connecting Generations, Transforming Communities**. Often following the call of Jesus the Christ takes us places we never even expected or dreamed would happen.

Please be in continued prayer for our congregation as we seek to further develop our individual relationships with Jesus Christ, pursue social justice in a hurting world and follow God’s call upon our individual lives.

See you in worship,

Pastor Jennifer

Unashamed and Unafraid
By Wil Cantrell
Book Discussion Dates Set

The “Doodle Pole” is complete and dates have been set for our book discussion.

Wednesday July 19th 7:00 p.m.
Monday August 14th 7:00 p.m

These dates are stand-alone discussions. You are welcome to come to one or both. They will both take place at Church (in the coolest place we can find☺).

Unafraid and Unashamed by Wil Cantrell is a book written in response to the contentious dialogue surrounding human sexuality that threatens the unity of the United Methodist Church. It is Pastor Jennifer’s prayer that our reading, prayer, and discussion will cultivate faith, respect for disparate opinions, appreciation for the Wesleyan means of grace and commitment to the church. You may obtain the book at Amazon.com or Cokesbury.

BE THE CHURCH
Sunday July 30th 10:00 a.m.

Each year Hilton UMC takes at least one Sunday a year to have a brief worship service and “Be the Church” to our surrounding community. Most often we have done “yard work” for church members. Although this is a wonderful service to provide, we truly want to reach out beyond our own church family. Let’s face it: We are a church family and if one of us needs help in our yard, we do not need to wait for a special day or Sunday to help one another out.

If you are aware of a neighbor or other person in the community who is in need of help, please call the church office. Maybe yard work isn’t your thing? We will be offering some other activities for the day. If one of these sparks your interest and you would be willing to coordinate or work on them please contact the church office:

Cookie trays for our surrounding neighbors

Drive-thru prayer in our parking lot

Litter pick-up in the village

Possible “Street Party” for one of our Village apartment or town-house communities

Sing-along or Game Day with the residents at Hilton East

We look forward to sharing with the community the love of God in a very real and practical way.

Congratulations to Bob Comstock on his retirement from M&T Bank!!

Many of you are aware that Bob Comstock serves as a Certified Lay Minister (CLM) within the United Methodist Church. What you might now know is that Bob is appointed by District Superintendent Rev. Vonda Fossitt to serve Hilton United Methodist Church.

A CLM according to the United Methodist Discipline para. 271:

Shall preach the Word, provide a care ministry to the congregation, assist in program leadership, and be a witness in the community for growth, missional and connectional thrust of The United Methodist Church as part of a ministry team with the supervision and support of a clergy-person.”

Because of Bob’s secular employment with M&T his service as a CLM has been limited to Congregational Care and our Worship Media Team.

As Bob transitions from his “day job” to an enhanced role as the CLM of Hilton UMC some of his roles might change a bit. He will continue to coordinate our Worship Media Team, but will add to his responsibilities the coordination of the Worship Design Team. He will continue Congregation Care, but will also be adding a component to keep us on track of our Discipleship Pathway.

Bob meets regularly with Staff Parish Relations and establishes a covenant each year to fulfill his role in ministry within the life of the congregation. His covenant for 2017-2018 reflects his new role within the life of the congregation.