

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

The work of the All Saints' staff centers on supporting all of the ministries that All Saints' has to offer. 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.

**We've been busy...**

When coordinating any service, event or program, much goes on behind the scenes to help make the occasion a success. In 2014, 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 began sending All Saints' News emails weekly. Together we coordinated Executive Committee meetings, Vestry meetings, a Vestry Retreat, a new Warden and Vestry member orientation, *Our Journey Together* Capital Campaign, a new committee chair orientation, calendar planning meetings, 2 tornado relief workdays and we assisted Nathan Duncan in publishing and distributing a new pictorial directory. Other significant events in 2014: the Annual Parish Meeting, Lenten Lunch, the Bishop's annual visitation, Pentecost Shrimp Boil, Summer brunches, Vacation Bible School, provided space for G.I.R.L.Y. Camp, Festival on the Field, Blessing of the Animals, Bluegrass Mass and 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 had a major hand in 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've been social...**

In 2014, we explored having more of a presence on social media, mainly Facebook. This has been an interesting little journey into the online world for us. During the summer, All Saints' sponsored one of the "Hidden Money Tupelo" hunts (a popular Facebook game of hide and seek in the Tupelo area), for the sole purpose of increasing traffic on our Facebook page. Before our sponsorship of the game our page had 500 "likes". As of this writing, we now have 623 total "likes" on our page. During the last week in December, our "weekly total reach" was 3,366 people, with 346 of those people "engaged." Measuring engaged users goes a step beyond our page's fan count to tell us how many people are engaging 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. And...there are 3 ways you can help us in this area! First, if you haven't found us on Facebook yet, look us up at *All Saints' Episcopal Church* 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, which was redesigned in 2014 and generally learn and know more about All Saints'. We'll continue to do our part in posting worship service details, resources for devotions, recordings of the Adult and Children's choirs, videos,

photos of events (a great way to document our history), and sharing the beautiful prayers of The Episcopal Church. We'll also post "breaking news" on Facebook, which is a great way to disseminate news very quickly. And, in case you missed it, look for the musical Christmas message from your staff and Vestry that we posted in late December!

**We've spent money and we saved some too...**

In 2014, the office was allocated \$21,345 and we spent \$18,546.58 – \$2,798.42. under budget. Office expenses included the purchase of office supplies, newsletter paper, bulletin paper, toner, ink, acknowledgement cards, Ordo calendars, Triduum booklets, rental of Veteran's Park for the Parish Picnic, security for Watch at the Altar of Repose during Holy Week, extra pictorial directories, CDF annual membership, birthday cards, envelopes, postage, Automated Church System (ACS) support, copier maintenance and repair, Forward Movement publications and other supplemental scriptographic materials and advertising which included the Daily Journal, our Constant Contact subscription, Google Ads and Facebook "boosts". We also purchased several much needed upgrades on office computers, hopefully extending the life of those computers.

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 350 parishioners receive their monthly *Cross and Crown* newsletter by email, with 200 households receiving paper copies. 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.

**We are thankful...**

I would like to offer my thanks to the entire staff: Fr. Paul, Rick Armstrong, Stacy Carroll, Michele McBride, Jessica Nelson, and Nancy Sweat. They are a dedicated group of professionals, who take their jobs seriously and deliver their work with the highest of standards.

This is a busy place, bustling with work that keeps this church active and vibrant. All of us together keep All Saints' moving forward while continuing 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.*