

**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.

When coordinating any service, event or program, much goes on behind the scenes to help make the occasion a success. In 2015, 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 All Saints' News emails weekly. Together we coordinated numerous meetings for the church and events for the broader community. Other significant events in 2015: the Annual Parish Meeting, the Bishop's annual visitation, Pentecost Shrimp Boil, Summer brunches, Vacation Bible School, 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 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.

2015 brought a deliberate effort to expand our presence on social media, mainly Facebook. You can now look to our Facebook page (<https://www.facebook.com/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 end of 2014 we had 623 total "likes" on our page; as of January 15, we have 1,189 "likes". During the last week in December, our "weekly total reach" was 6,072, with 310 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 "The Twelve Days of Christmas" and its meaning reached 11,903 people over a 10-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 know more about 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. Be sure to check out "Our Common Life in Pictures" page for a pictorial documentation of 2015. In 2015, 15,458 people visited our website and viewed a total of 26,247 pages. Of those users, 70.62% were first time visitors to our site.

In 2015, the office was allocated \$18,845 and we spent \$15,763.36 – \$3,081.64 under budget, mainly due to the fact that we budgeted for 2 new computers in 2015, but were able to delay that purchase. Office expenses included the purchase of office supplies, newsletter paper, bulletin paper, toner, ink, acknowledgement cards, Ordo calendars, rental of Veteran's Park for the Parish Picnic, 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, 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 360 people 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.

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 ministries 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.*