

Media • Communications • Publicity
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June 25, 2018

From January 26, 2018 through June 25, 2018, the Media • Communications • Publicity efforts have pursued the following:

- Publicity to ELCA, LCMS, and NALC churches in North America via eblasts
- GLM website search engine optimization, monitoring, and maintenance
- Troubleshooting of the Formstack registration system

** Denotes funded activities*

GodLovesMarriage.org*

- Traffic analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for 6 months.
- Continuous site maintenance has been required during this reporting period as Encounter events were scheduled, including ongoing search engine optimization with hotel site location addresses and images, specific event/retreat hotel payment options, plugin updates, application form requirements, and text updates.
- Thrivent and information about online e-commerce sites that support charitable organizations are being planned for adding to the CTJ side of the website.

Church & Video Eblasts*

- Eblasts were sent to churches during this reporting period for all scheduled events.
- LME Constant Contact database now totals 45 lists for churches and encountered couples totaling approximately 11,800 database entries throughout North America.
- ILME leadership couples in Brazil and northern Europe also are included in the Couples database. The IFB Board is also included in the Couples database.
- *Action Item:* We advise that all areas appoint one or two couples to contact each church in their area to update their current active church email database. The lists we created in 2012 are now 6.5 years old. And since church staff move frequently, performing this task will result in a current email database and also provide an ongoing capability for reporting of bounced church emails for regular updating at least once or twice each year.

Social Media Management*

- Facebook “Likes” as of January 25, 2018 = 4,339
- NARLME’s 2018 Weekends are on Facebook. *Action Item:* We recommend that all Team Couples assigned to a Weekend who are on Facebook “Join” these Events on the GLM Facebook page to stimulate interest among their Facebook friends.
- We encourage members of the “Private Group” on Facebook (entitled “LME Encountered Couples”) to post updates and information there.

Trifold Brochures

- Trifold brochures are in stock at Leinicke Group and available to areas for use. Emails we receive from churches responding to the offer of brochures are forwarded to each area’s Application Couple and/or District Leaders for delivery to specific churches.

Videos

- At this time, a total of seven (7) encountered couples presentation videos have been filmed and edited.
- Delivery of these videos via the national couples database, however, has been on hold during 2017. Delivery will resume at the beginning of February 2018 to the encountered couple database. *Action Item:* The Leinickes welcome NAR Board members and other dynamic LME couples to “present” a “talk” for use in a future monthly encountered couple video eblast. Please contact us if you are interested and/or will be attending the Summer 2019 WWME Reunion and NARLME Board meeting.

Conference Attendance

- Includes three 3' x 8' GLM banners, white GLM branded table skirt, white GLM branded pens (as a giveaway item), GLM/LME brochures in packets of 25, staff wearing white GLM branded polo shirts, and a basket with sign offering a “free” application fee to a random winner who completes a booth form.
- We plan to staff the LME exhibit at the Oct 10-12, 2018 LCMS Best Practices for Ministry “Heartland” conference in Richmond, IN. LME couples interested in staffing the booth with us are welcome!
- On Feb 22-24, 2018, District 4 Clergy and Lay Execs Marty & Ted Hartman and Mick & Sandy Preston attended the Best Practices for Ministry “Phoenix” conference.