



Thoughts on Use of Mini-Grant

On behalf of St. Philip Lutheran Church in Dublin, thank you for the opportunity to use a \$1,000 mini grant to publicize our Christmas services. Some of the things we used the money for were to print small invitation cards, for two large banners on the exterior of the church and fence, for a newspaper ad, Facebook, and google. Pastor Brady reports that he spent considerable time on getting the components in place.

What worked and what didn't?

We think the most effective tools were the simplest – the invitation card and banners. The least effective was using google. In fact, Pastor Brady reports he will not be recommending use of google any time soon. The Facebook report is of 28 event responses and 2,816 people reached. It is hard to translate what that means in attendance numbers. The newspaper ad is difficult to evaluate, also.

Who attended?

The very subjective observations were that many of the visitors were invited by or brought by church members.

What changes took place in attendance?

For me, that was the most interesting. The service which grew most in attendance was the 11:00

p.m Christmas Eve service – very traditional, as high church as we get, with a Sankta Lucia and court. The service which maintained a high attendance was the 3:00 p.m. Christmas Eve service which is a Service of Readings and Carols in the tradition of King’s College with Reader’ Theater. We added to this service this year 15 minutes of handbell carols before the service. When the handbell choir began, the church was already half full. We were delighted. The Christmas Day service held steady with the faithful and families in attendance.

The service which dropped in attendance was the 5:30 Modern service. In previous years we have had two Modern services at 5 and 7—the same service repeated. Because of low attendance, we had only one Modern service this year and the attendance still dropped.



Conclusion and for the future

We are a congregation that increasingly draws people interested in traditional worship. We are questioning whether or not to completely drop the Modern service for Christmas next year. In keeping with this trend, the traditional and simple ways of advertising work best for us.

Again, thanks for this opportunity, respectfully,

Marilyn Harri