



The Trinity Bell



Volume 14, Issue 10

Newsletter of Trinity Episcopal Church

November 2017

The vision of Trinity Church is to be relevant to the Lake Region Community serving and drawing others to the gospel of Jesus Christ as a growing Episcopal Church.



A Word from Father Tony

In a recent article, “Four Foundations for Marketing Your Church,” Dick Hardee addresses the importance of solid foundations in church marketing and ministry.

Demonstrating the necessity of strong foundations, Dick recalled his experience of watching his grandson, Reid, play with Legos.

“When Reid opened his very first box of Legos, he simply stacked them on top of one another, thinking they would stay put, but, of course, the structures fell over because they weren’t locked together. As he learned how to snap the pieces together, he found his creations could go higher and higher without toppling over.

Foundations! Solid foundations!”

Hardee reminds us that marketing the Church and her ministries is a bit like Legos – all the parts and pieces need to fit together and build on one another to form a solid foundation.

What does marketing have to do with the Church? Hardee writes, “Marketing is simply clarifying your central message and efficiently finding the people with whom the message resonates.” It is making our purpose clear to the wider community, and finding, welcoming, and incorporating those who connect with our mission, those who, like us, have found Trinity’s worship and ministries fulfilling.

Hardee talks about the necessity of marketing, and the struggle of “getting the message out.” Churches normally do not have huge advertising budget or a paid staffer dedicated to advertising. Parishes and ministries struggle to get the word out about their programs and events and mission.

We rely on our Trinity Website, Facebook page, the Bell, Colossians, emails, banners, signs and good old fashion leg work to “get the message out” – putting flyers in local businesses and inviting people to be a part in all we do.

Hardee suggests we look anew at how we “market” Trinity – how we get the word out about why we are here and all the good things we do. He urges us to structure our marketing using the following four foundations:

Purpose Hardee asks, “What’s your Purpose as a church? What’s your compelling vision?” Trinity’s mission state-

ment calls us to be a force in the Lake Area Region, “serving and drawing others to the gospel of Jesus Christ.” Hardee writes, “Your Purpose serves as the North Star when the rest of life kicks in and everything gets cloudy. It’s simple. Sharp. Clear. To the point. Nothing in marketing works without knowing your Purpose.”

Persona Who do we envision coming to Trinity? Hardee asks, “Who are you going after? Who do we hope to attract to Trinity. What’s their first name? Last name? Define your Ideal Persona. Paint a picture of this person. Hang the picture all over your church or office.” This all seems a bit extreme; however, it is crucial for us to see how God is growing us.

Process How is it new members come and connect with Trinity? What are we doing to make sure visitors feel welcomed and appreciated? Is it haphazard or do we have a plan, a process? Mary Parmer is hosting an Invite, Welcome, Connect workshop at Camp Weed on Saturday, November 18th from 10 to 3 to help parishes with this very question.

Pursuit How are we pursuing our purpose? How are we living into our vision? What are the fruits of our labors, our “outward signs”? Hardee notes this is “the first thing that most people see” – Our worship, our ministries, the Thrift Shop, Spaghetti dinners, Blessing of the Animals, Thanksgiving in the Park, the Bazaar, etc. - these make us visible to the larger community.

“Marketing” and “Evangelism” are not subjects most of us are comfortable addressing, however, Inviting, Welcoming and Connecting are crucial to fulfilling God’s call to be his ambassadors and the spread of His kingdom. Working together as a team, as a family, Trinity can make a difference in the community – seeking always to be a warm, caring, loving community where all will be welcome.

Warmly, Tony+

FIRST SUNDAY
Sunday, Nov. 5, is the First Sunday
10:00am Service, Potluck Lunch to Follow

**Head of the Church
Jesus Christ**

**The Rt. Rev. Samuel Johnson Howard
Bishop of Florida**

Members of the Vestry

**Senior Warden,
Wells Hood 2020**

Brian McCrae, Jr. Warden 2019

Jeanne Homany 2018

Laurie Alsobrook 2018

Joyce Chesnut 2019

John Katterhenry 2020

Liz Outten 2020

Diane Sargent, Clerk

Clergy

Rev. Tony Powell, Rector

Music

Margaret Rice, Choir Director

Figg Poncher, Organist

Office

Figg Poncher,

Financial Administrator

Linda Wilcox,

Parish Administrator

and Editor of the "Trinity Bell"

Service Times

8:30 am and 11:00 am Sunday

Trinity Episcopal Church

204 SR 26

Post Office Box 361

Melrose, Florida 32666

Office Hours: 9:30 am to 2:30 pm

Monday thru Thursday

Office Phone: 352 475-2177

Fax: 352 475-6181

Email:

trinitymelrose@windstream.net

Website: trinitymelrosefl.org

**DEADLINE FOR THE
DECEMBER BELL IS
NOVEMBER 15th**

NEWS FROM THE ECW

The ECW will meet on Tuesday, Nov. 7 at 10:00am.

Joyce King will be the speaker.

Registration forms will be available in the office.



NOVEMBER BIRTHDAYS

Nov. 3	Robert Menzen
Nov. 8	Cathy Stegall
Nov. 9	Rodney Martin, Brian McCrea
Nov. 13	Joyce King, Elston Kussler
Nov. 14	Terry Marshall
Nov. 16	Kelly Curry, Bettye Zowarka, Ken Blair
Nov. 17	Cheryl Katterhenry, Ted Giesel
Nov. 19	Robert Tickel
Nov. 21	Carol Flynn



O God, our times are in your hand; look with favor, we pray, on your servants as they begin another year. Grant that they may grow in wisdom and grace, and strengthen their trust in your goodness all the days of their life; through Jesus Christ our Lord. Amen.

BCP p. 830



NOVEMBER ANNIVERSARIES

Nov. 23 Chip and Amanda Gray



Plans for Thanksgiving in the Park are well underway! We will need many hands and hearts to help with the celebration in the park as well as three pop up canopies and some coolers that we might borrow. We have already ordered the large tent and a bounce house and are looking forward to another exciting Thanksgiving! If you would like to help in any way, with passing out flyers, or with food, set up, serving, crafts for the kids, helping to clean-up, or financial donations, please call the office. And, most importantly, we ask for your prayers that the food will feed the number coming and those who are most in need will find their way to us.

HOME FELLOWSHIP AND BIBLE STUDY

The Home Fellowship meeting at Fr. Tony's and Ann's starts at 6:00pm every Monday evening. Everyone is invited. Please let Fr. Tony know if you need a map to their house for the meeting.

Trinity Bell Report for the month of September & YTD, 2017

	Sept Actual	Sept Budget	Over/Under	Y-T-D Act	Y-T-D Bud	Over/Under
Total Revenue	\$ 16,758	\$ 15,247	\$1,511	\$141,402	\$131,682	\$9,720
Total Expense	14,745	15,116	371	148,765	154,803	6,038
Surplus / (Deficit)	2,013	131	1,882	(7,363)	(23,121)	15,758

Collections	September Actual	September Budget	Over/Under Budget	Jan-Sept YTD Actual	Jan-Sept YTD Budget	Over/Under Budget
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Pledged Offerings	\$13,289	13,142	\$147	110,799	111,187	(388)
Non-Pledged Offerings	1,495	830	665	12,005	7,470	4,535
Other Offerings	277	575	(298)	3,521	5,425	(1,904)
Priest Fund	130	-	130	2,485	-	2,485
Net Income	\$15,191	\$14,547	\$644	\$128,810	\$124,082	\$4,728

ATTITUDE IS EVERYTHING!

There once was a woman who woke up one morning, looked in the mirror, and noticed that she only had three hairs on her head. *“Well” she said, “I think I’ll braid my hair today.” So she did and she had a wonderful day.*

The next day she woke up, looked in the mirror and saw that she had only two hairs on her head. *“Hmmm,” she said, “I think I’ll part my hair down the middle today.” So she did and she had a wonderful day.*

The next day she woke up, looked in the mirror and noticed that she had only one hair on her head. *“Well,” she said, “I’m going to wear my hair in a pony tail.” So she did and she had a fun day.*

The next day she woke up, looked in the mirror, and noticed that there wasn’t a single hair on her head. *“YAY!” she exclaimed, I don’t have to fix my hair today! So she didn’t and she had a great day!*



Trusting God and your attitude can make every day a great day!



FALL BAZAAR

The Fall Bazaar this year will be held on Friday, Nov. 10 from 2pm until 6pm with a chili supper starting at 3:00pm. And, on Saturday, Nov. 11th from 9am until 3pm with a barbecue lunch starting at 11:00 and ending at 1:00pm. There will be a yummy bake sale, jams, jellies, some beautiful pre-owned clothes, furniture, antiques, collectibles, art, housewares, plants and gardening supplies, crafts, and many other items. If you would like to help with the bazaar, please call Donna or Elaine.

Donations of baked goods, crafts, nice jewelry, housewares, plants, collectibles, gardening supplies and nice containers are welcome.

This is just a sampling of our terrific Trinity Bazaar.

The Bazaar not only contributes to the church budget, but is a community event and a fellowship activity for our parishioners for two enjoyable days.

Trinity Episcopal Church
204 SR 26
Post Office Box 361
Melrose, Florida 32666

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NOVEMBER 2017

COMING EVENTS

NOVEMBER

- Nov. 4 Altar Guild Meeting 10am
- Nov. 5 First Sunday
- Nov. 10 & 11 Fall Bazaar
- Nov. 16 Grill & Chill
- Nov. 18 Men's Club
- Nov. 23 Thanksgiving in the Park
- Nov. 30 Movie Night

REGULAR EVENTS

**Sunday : 8:30 am and 11:00am Holy Eucharist
In the Church**

9:45am Adult Christian Formation

1st Sunday of the Month

One Service only at 10:00am

In the Parish Hall

Potluck Lunch Following

Mon. & Wed. 9:00 Morning Prayer

Tuesdays: Noon Lectionary Study at Betty's Pizza

Bible Study at 1:30 - Wicker Room

Wednesday: 6:00pm Eucharist

Thrift Shop

Open 10am to 4pm Thursday

2pm—5pm Friday

9am—Noon Saturday

Access Program

Tuesdays and Thursdays 10am—2pm