



# Effective Communication Strategies

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## ADAPTING & AMPLIFYING YOUR MESSAGE IN THE DIGITAL REALM

**Teddy Byrne**, Communication and Video Production Assistant

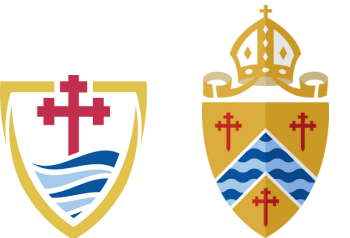
**Mary Grace Puszka**, Communications Manager, Episcopal Ministries of Long Island

**Office of Communication Ministry**, Episcopal Diocese of Long Island

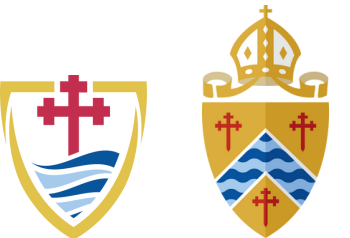
# AGENDA

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- Communications Audit
- Improving your website user experience
- Basics of photography
- *Break*
- Reduce, Reuse, Recycle - When and why we repurpose content
- *Lunch*
- Meeting people where they are: creating short video content
- Resources



# WHAT IS A COMMUNICATIONS AUDIT?

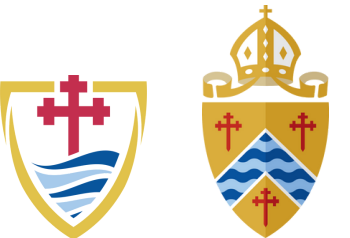


# COMMUNICATIONS AUDIT

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*A comprehensive evaluation of your church or ministry's communications processes, tools, messages, and strategies*

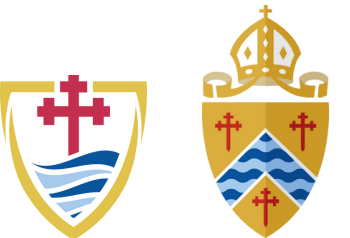
- Assess the effectiveness of current communications efforts
- Identify strengths and weaknesses in current communications
- Ensure messages are reaching intended audiences
- Optimize the use of resources (time, budget, personnel)

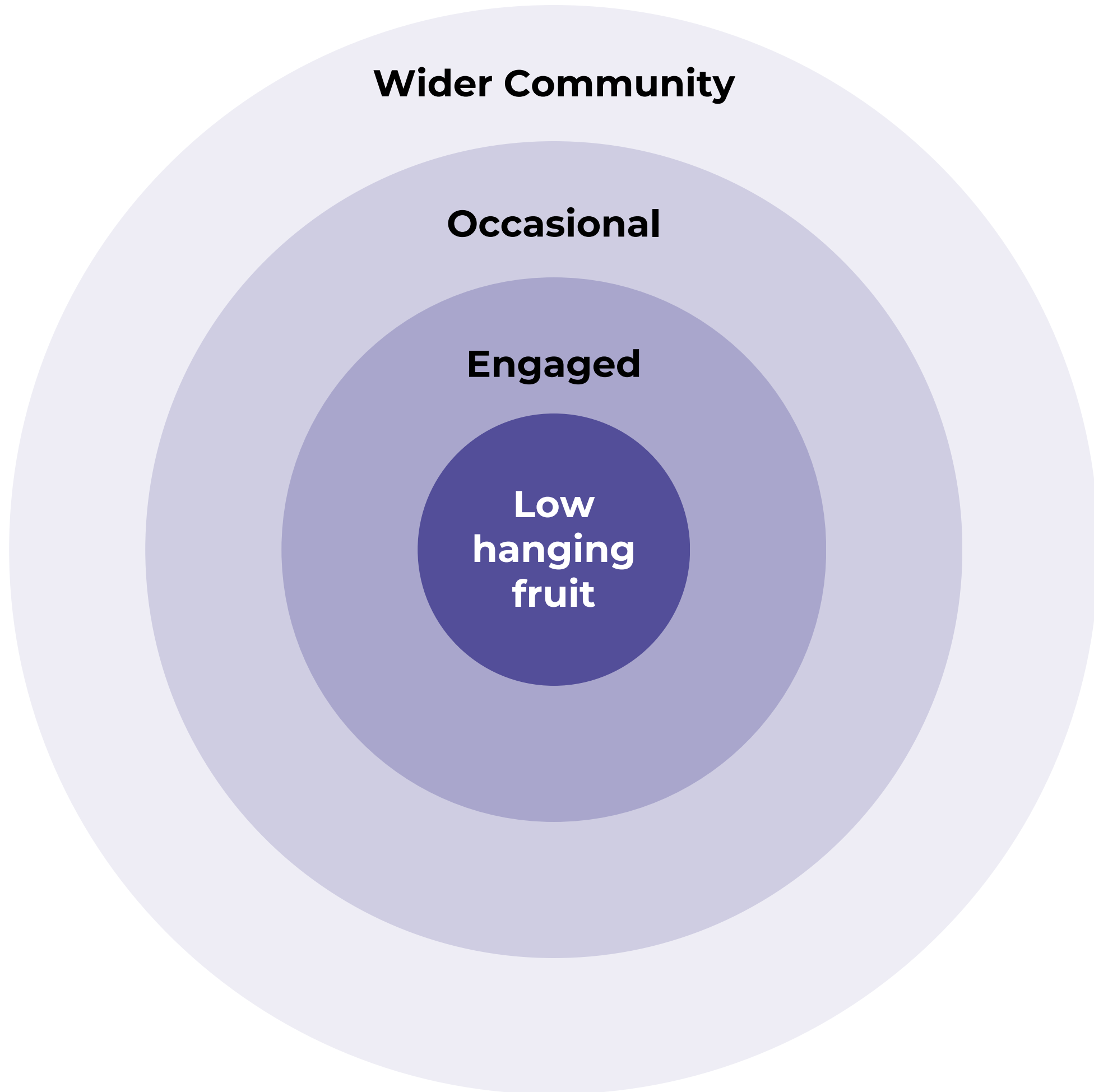


# COMMUNICATIONS AUDIT - STEP ONE

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***Take Inventory - who are your audiences?***



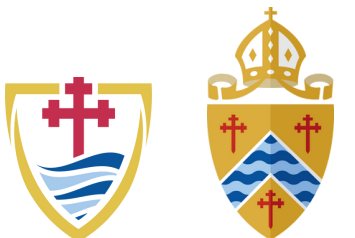


**Low hanging fruit:** folks who know and understand your mission and message; Priest, vestry, warden, ministry leaders, youth leaders, people involved in the day-to-day life of your ministry or church

**Engaged:** Parishioners who come to church on a regular basis, who are on the mailing list, follow church's social media, make a annual pledge

**Occasional:** People who come to church occasionally and for special holidays

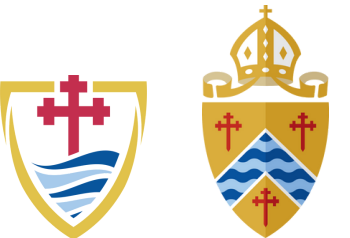
**Members of the Wider Community:** Community partnerships, such as, schools, other churches, local government, media, social clubs, etc.



# COMMUNICATIONS AUDIT - STEP TWO

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*Take Inventory* - what channels are you using?

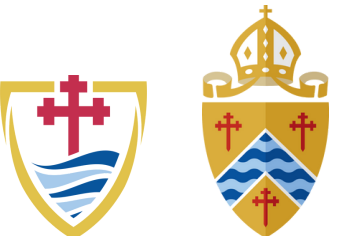


# COMMUNICATIONS AUDIT - STEP TWO

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## *Take Inventory - what channels are you using?*

- **In-person communication**
  - Sermons, church announcements, announcement at church events
- **Print communication**
  - Bulletins, flyers, event program
- **Website**
  - News, events, announcements, sermons, ministry descriptions, etc.
- **Email**
  - Mass & direct
- **Social media**
  - Facebook, Instagram, X, TikTok, etc.



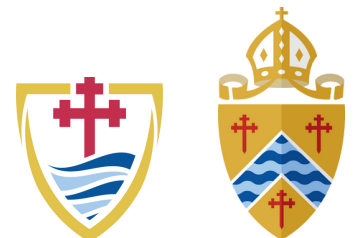


# COMMUNICATIONS AUDIT - STEP THREE

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## *Understand who you're reaching*

Channels	Target Audience	Age	Tone
Website	Current and potential members, broader community	All ages	Welcoming, informative, professional
Facebook	Congregation, community members, families	30-65+	Friendly, engaging, conversational
Instagram	Younger adults, teens, visually-oriented users	18-40	Inspirational, visually appealing, casual
TikTok	Teens, young adults, people follow social trends	13-30	Fun, creative, trendy
Mass Email	Members, volunteers, ministry leaders	25-65+	Direct, clear, warm, informative
In-Person Communication	Congregation, visitors, volunteers	All ages	Personal, warm, compassionate, approachable

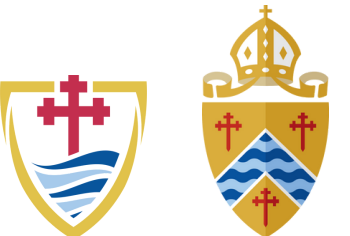


# COMMUNICATIONS AUDIT

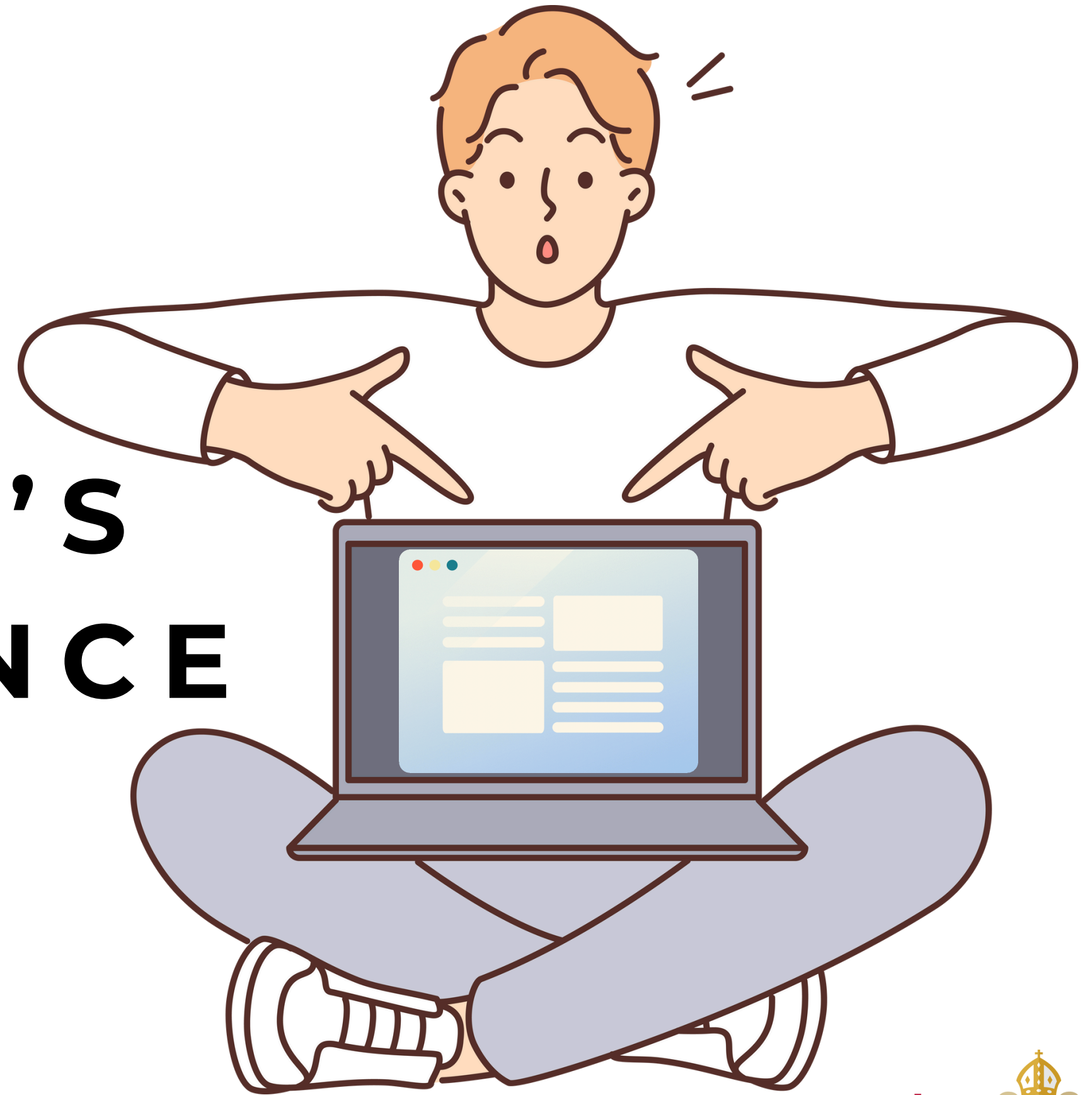
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## *Why does this matter?*

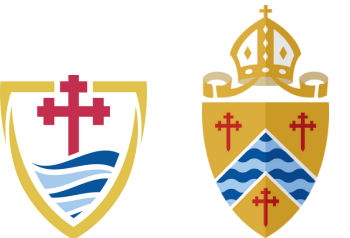
- **Relevance:** Tailoring message to audience interests and needs
- **Comprehension:** Adjusting complexity to audience knowledge
- **Engagement:** Using relatable language and examples
- **Effectiveness:** Crafting more persuasive messages
- **Appropriate tone:** Matching formality to context
- **Targeting:** Who are you reaching? Who would you *like* to be reaching?



# IMPROVING YOUR WEBSITE'S USER EXPERIENCE



# WHAT IS A WEBSITE?



# A WEBSITE IS...

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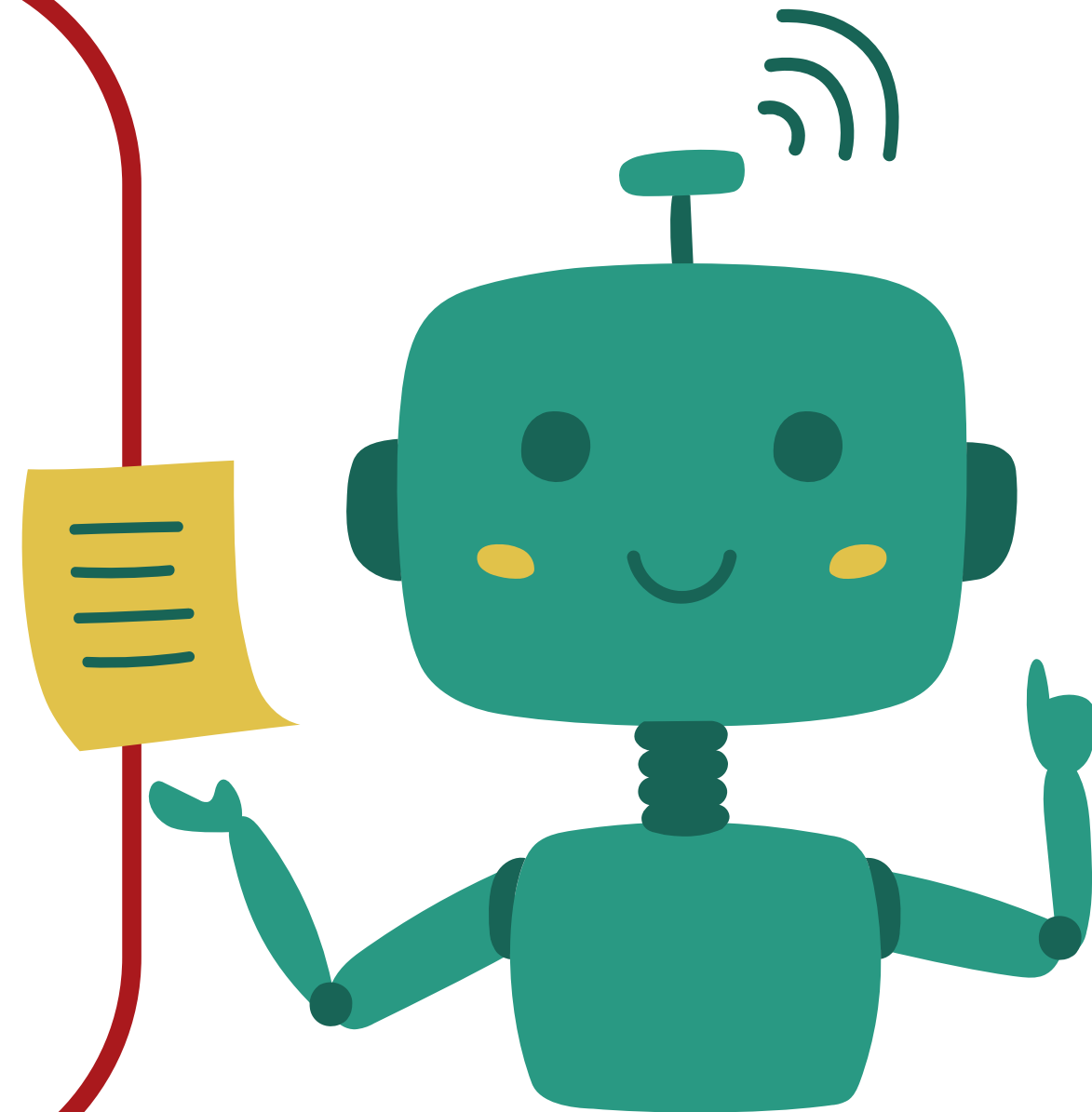
“

A website is a collection of related web pages under a domain name, providing content and services to users. Websites serve various purposes, including:

- Information Sharing
- Communication
- Engagement

– ***ChatGPT***

”



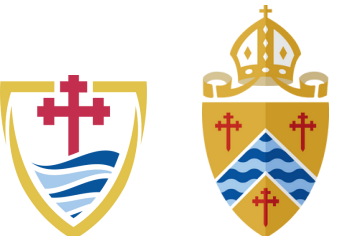
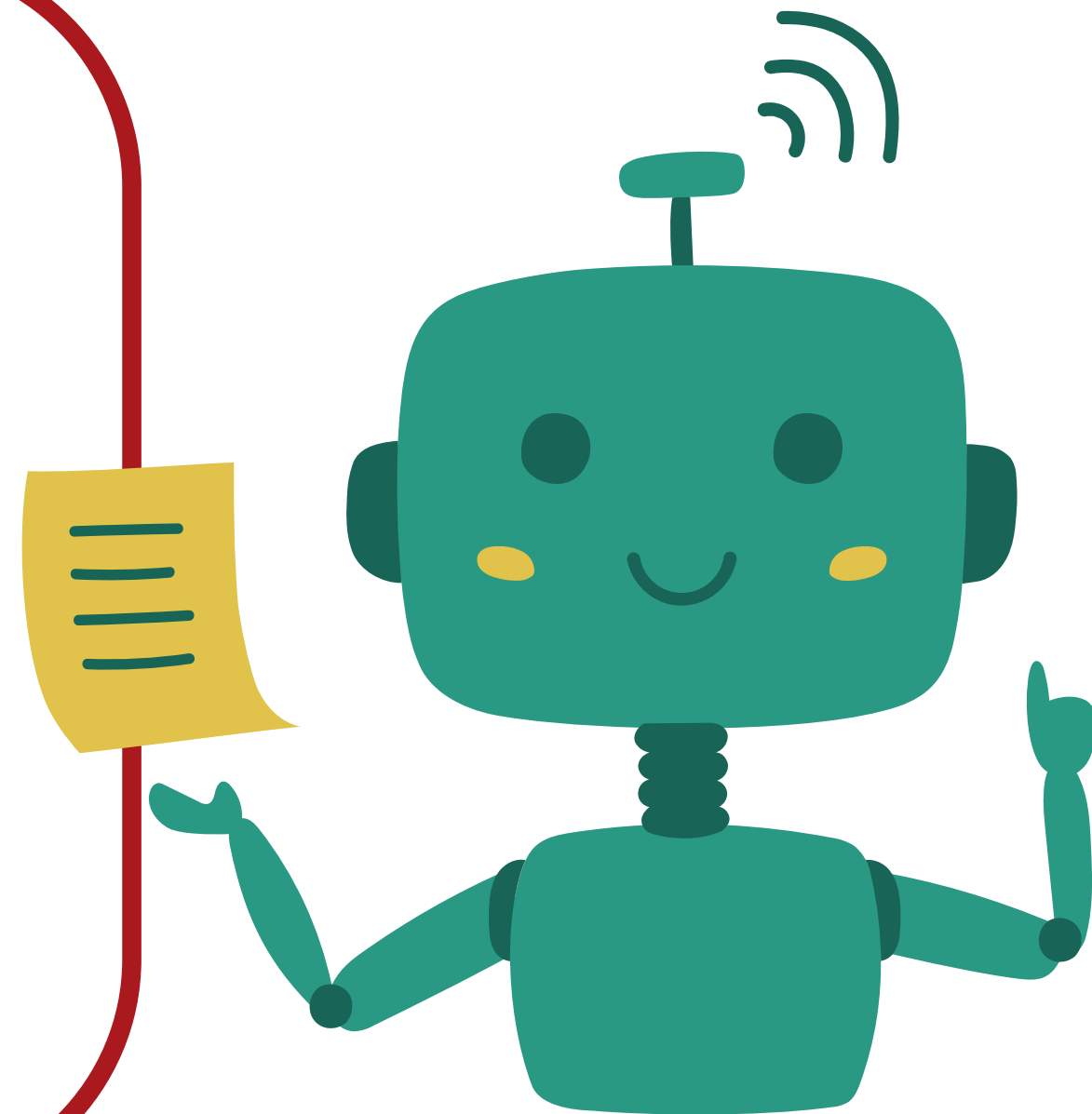
# A WEBSITE IS...

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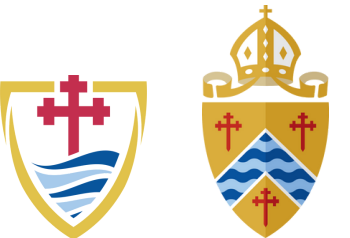
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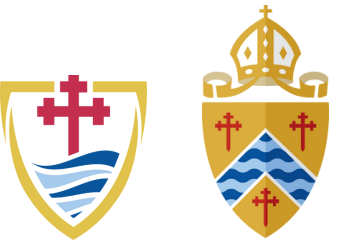
– **ChatGPT**



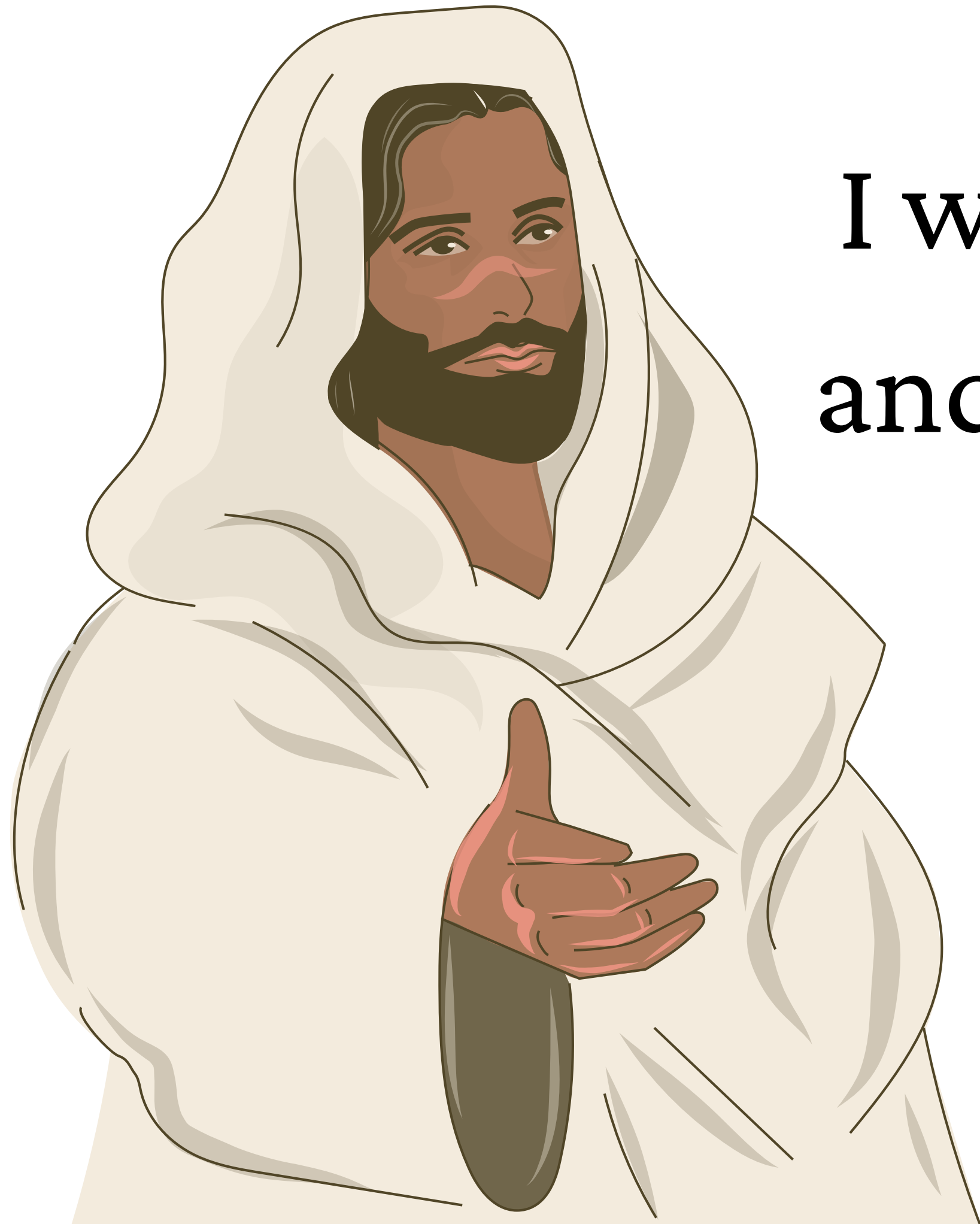
**WHAT IS A CHURCH WEBSITE?  
WHO DOES IT SERVE?**



# MISSION



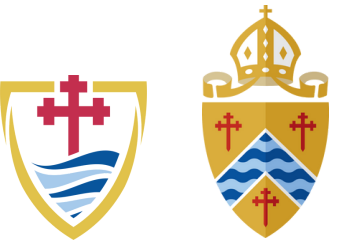
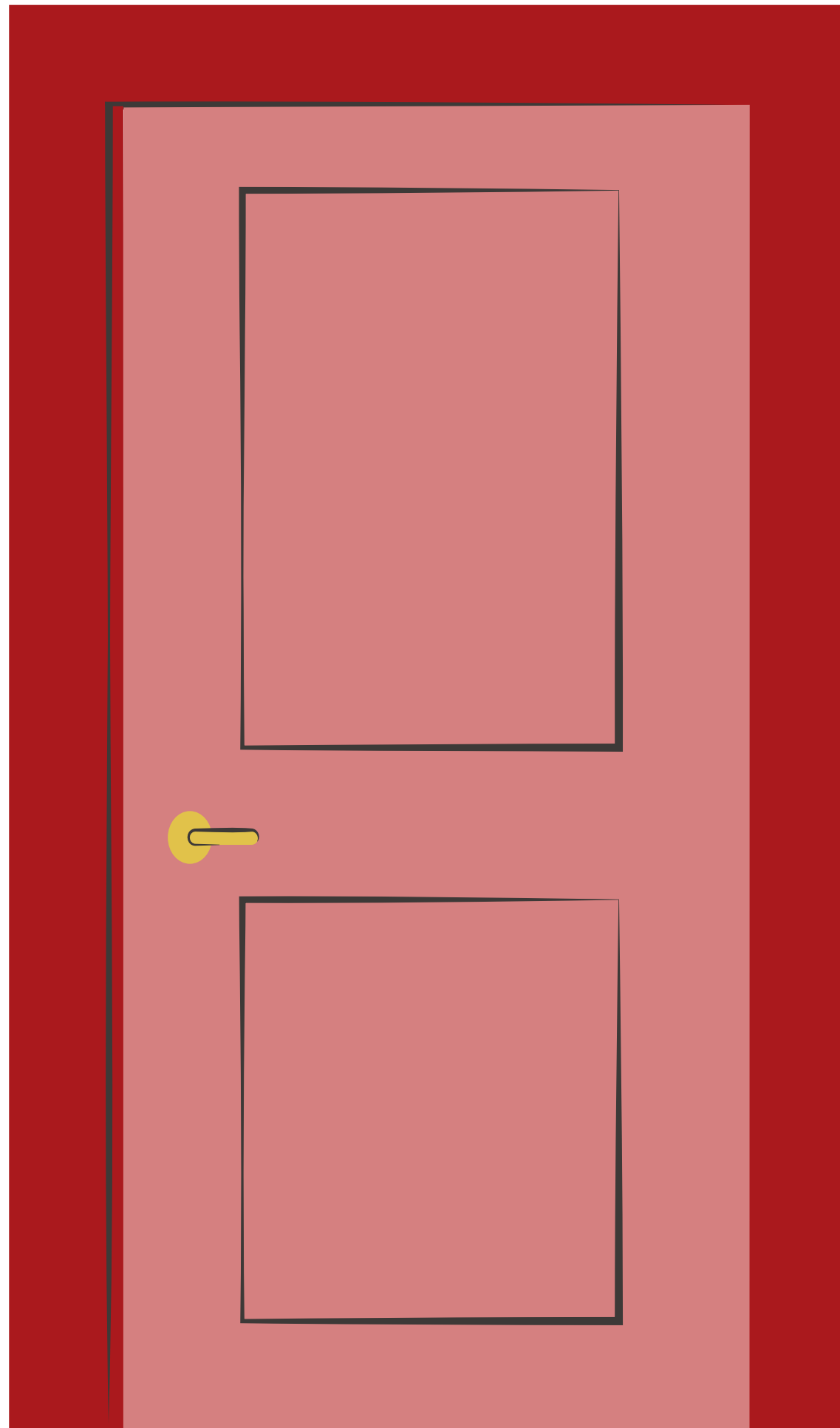
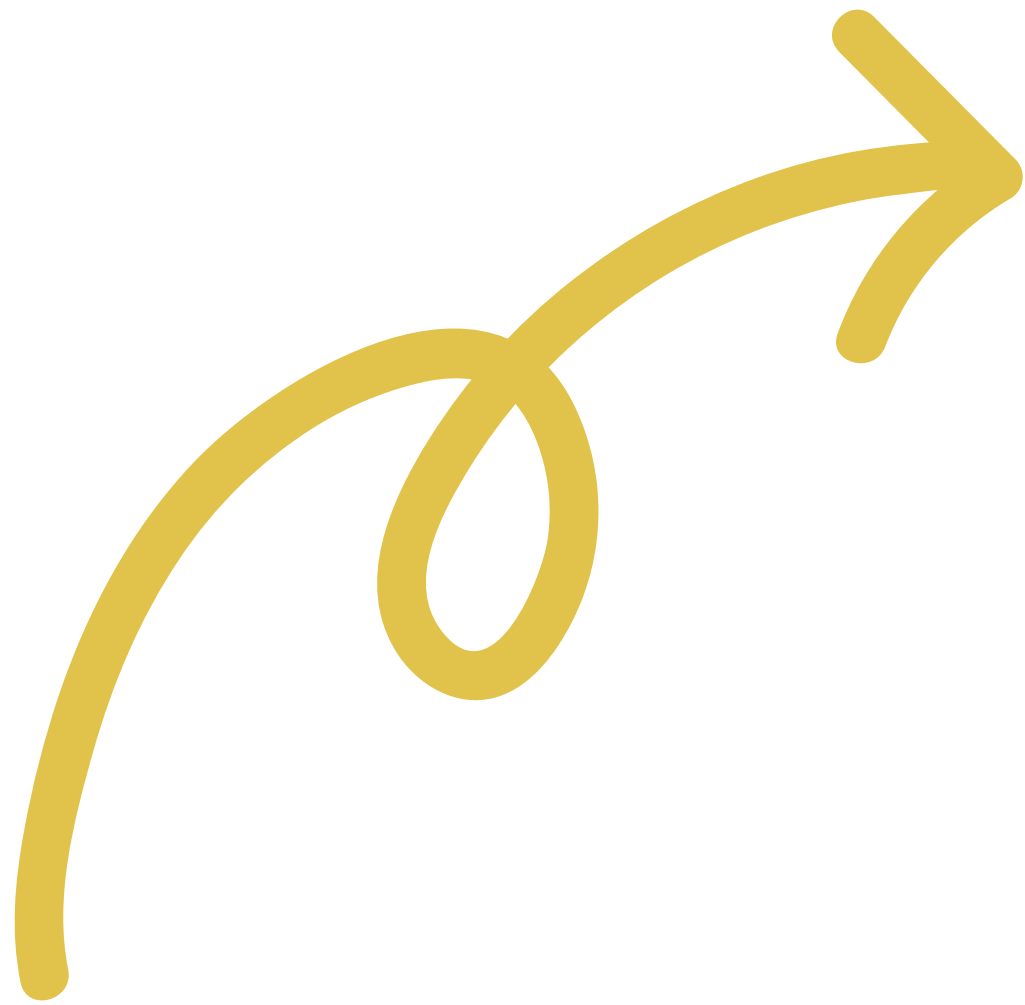




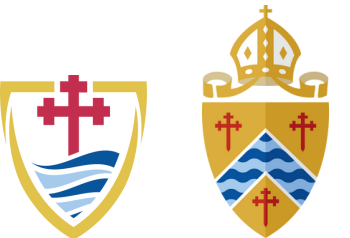
I was a stranger  
and you welcomed me.

– Jesus (Mark 25:35)





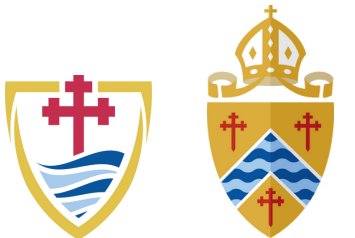
# DEFINE YOUR GOALS



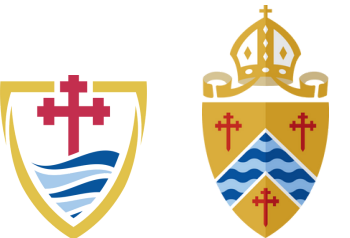
# SOME POSSIBLE GOALS

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- Improve user experience
- Grow your community
- Increase your relevance in your neighborhood, city, borough...
- Provide a place for people to access resources
- Others?



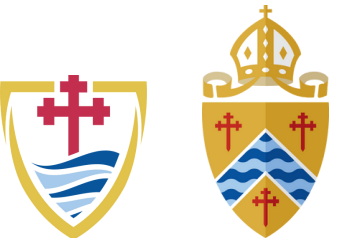
**HOW LONG DOES THE AVERAGE  
PERSON STAY ON A WEB PAGE?**



**HOW LONG DOES THE AVERAGE  
PERSON STAY ON A WEB PAGE?**

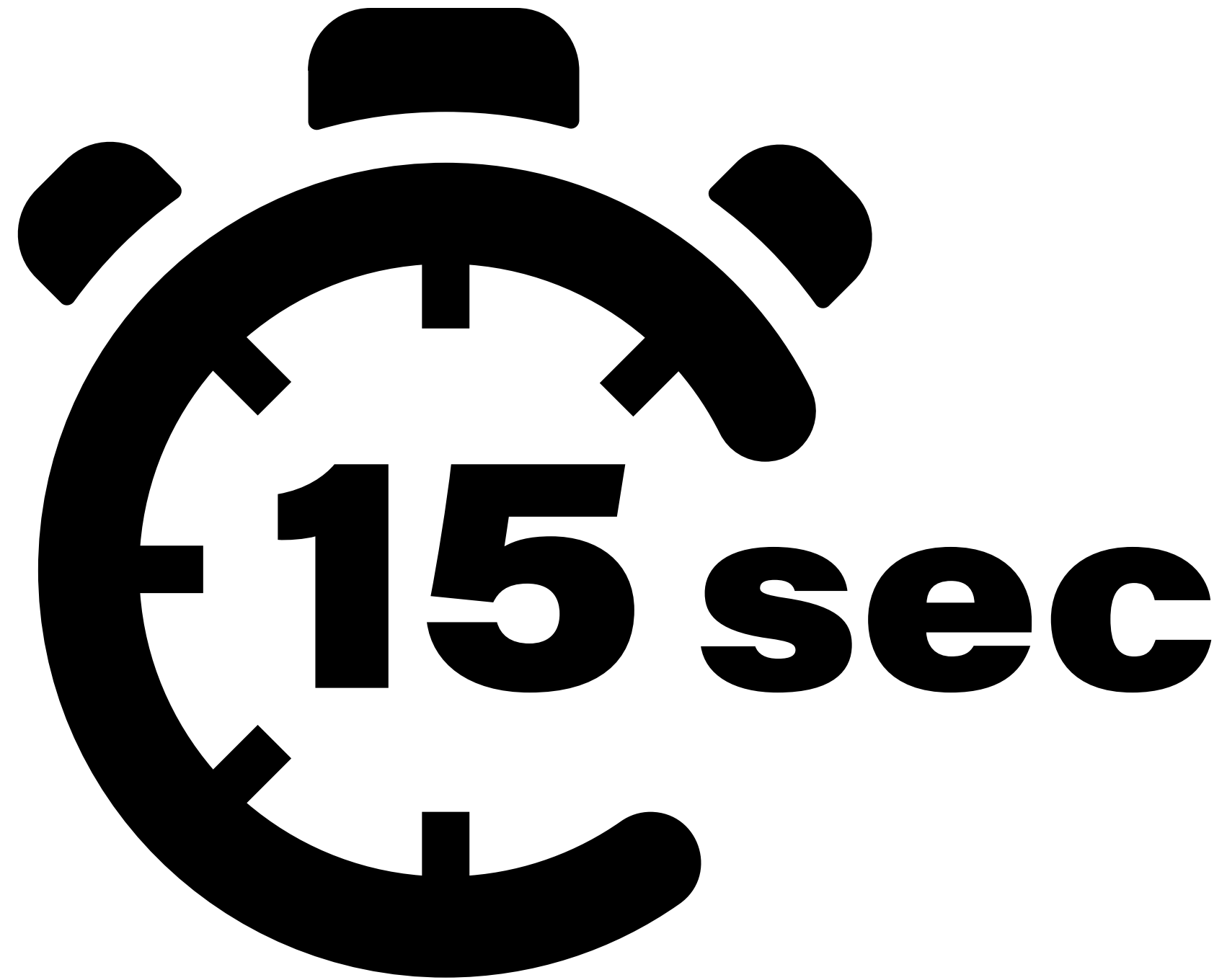
*10-20 Seconds*

*-Nielson Norman Group*

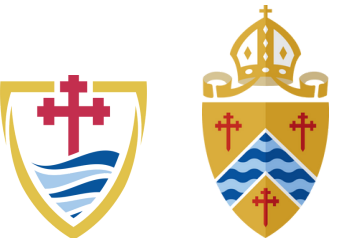


# WHAT'S IN 15 SECONDS?

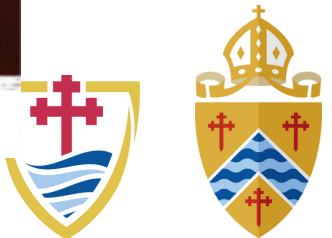
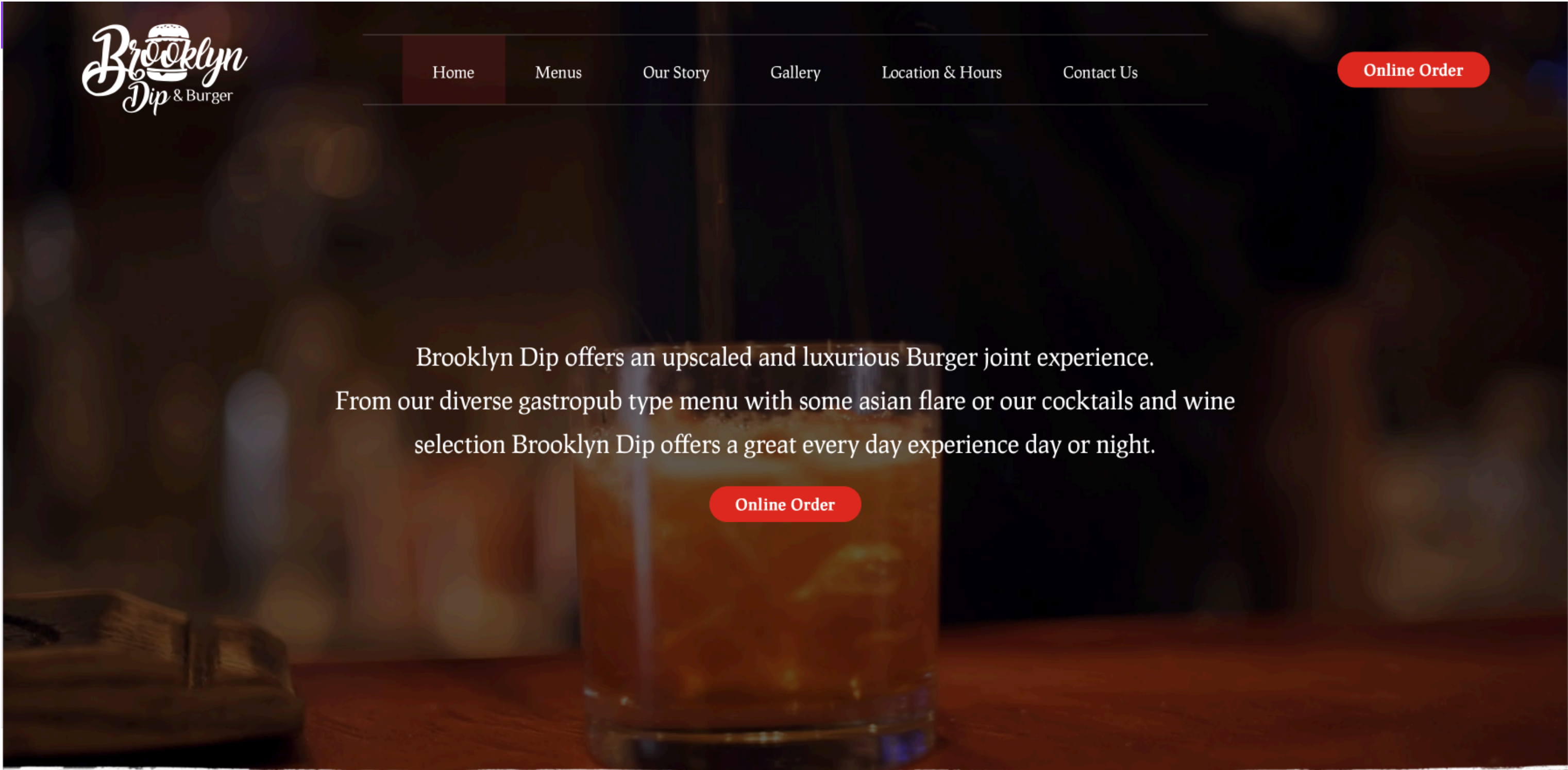
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Example A



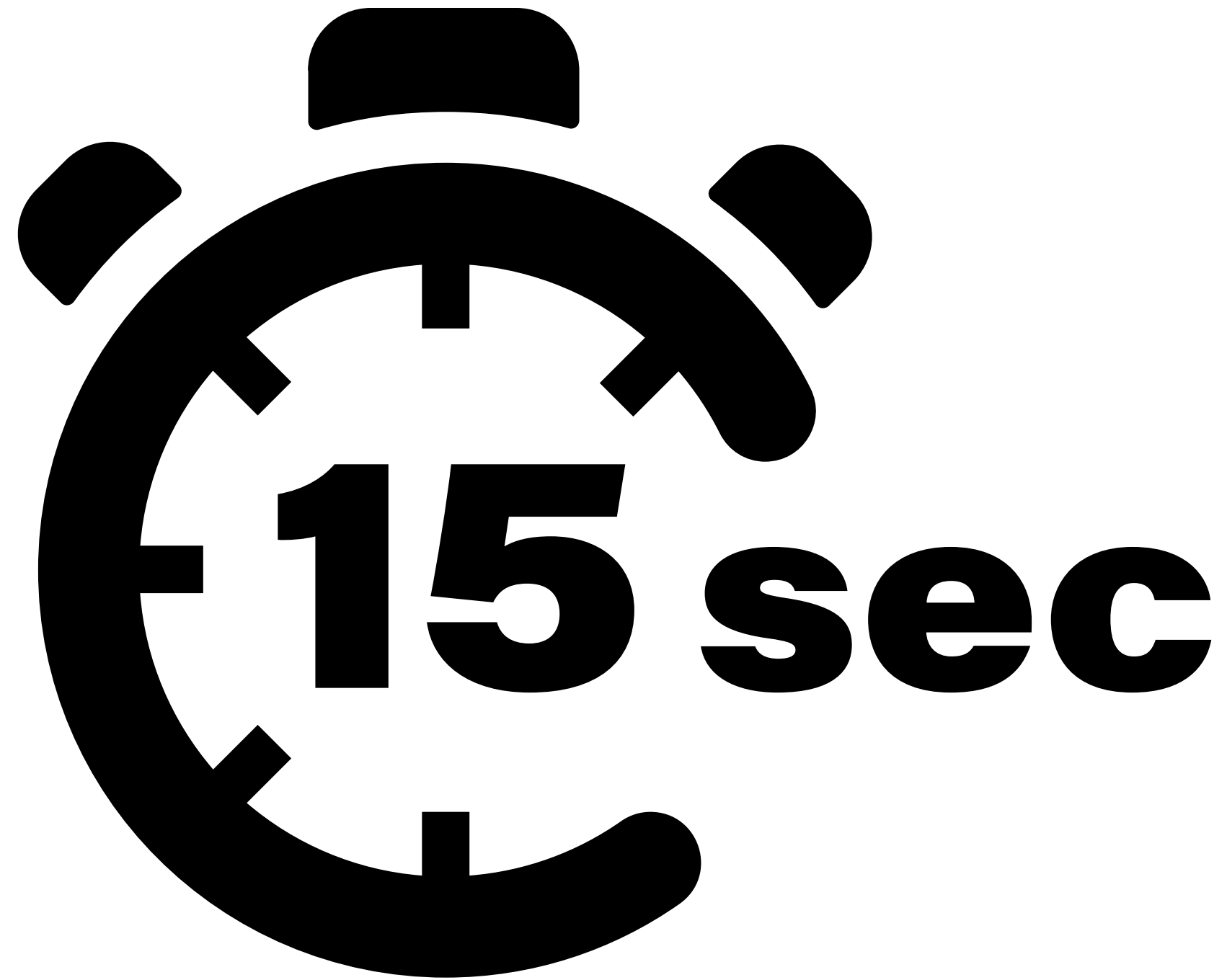
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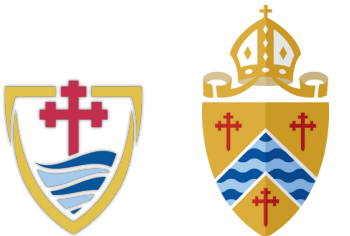


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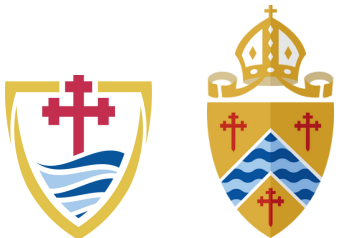
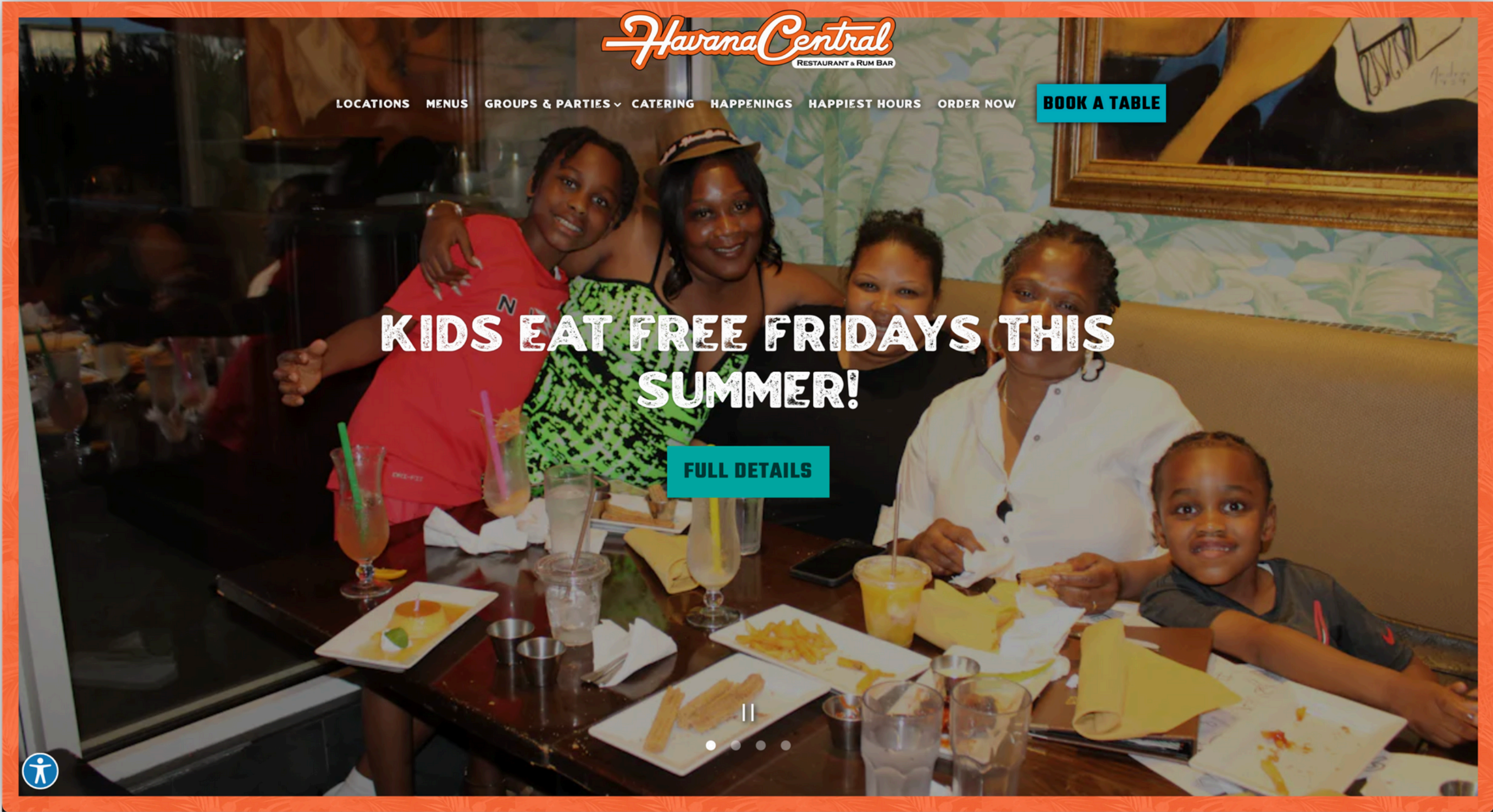
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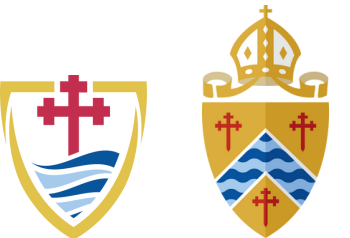
Example B



# WHAT'S IN 15 SECONDS?



# DEVELOPING WEBSITE CONTENT



# AUDIENCE IS KEY

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## Primary Audience

- Potential Parishioners
- Broader community

## Secondary Audience

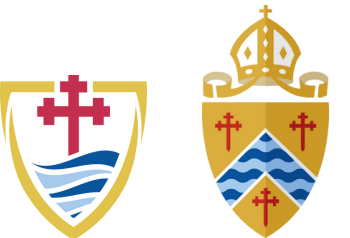
- Current Parishioners



# BASIC PAGES

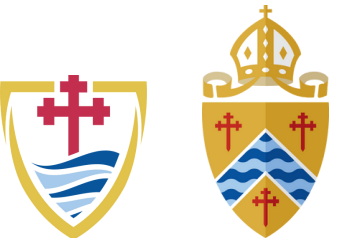
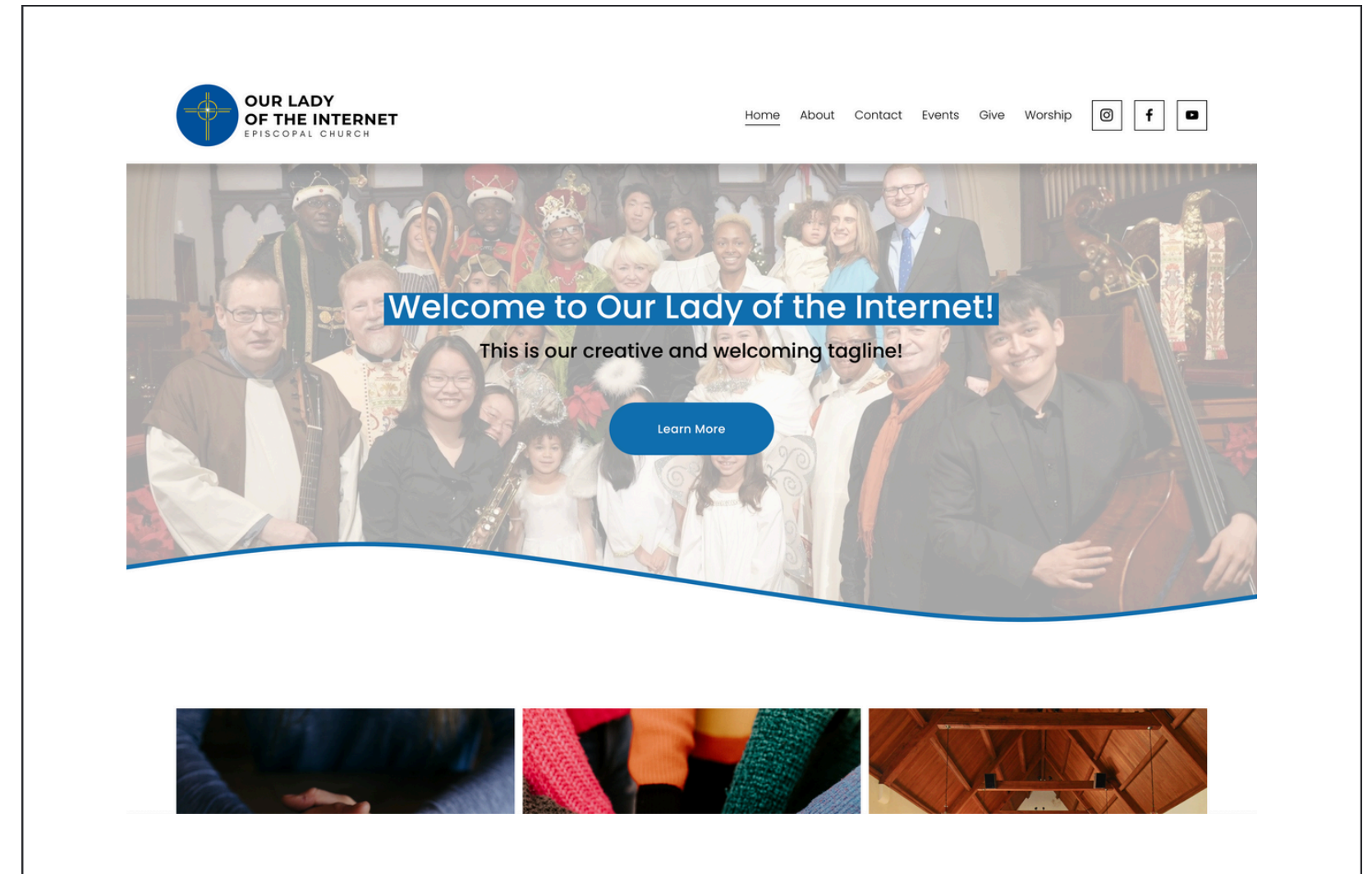
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- Homepage
- About
- Contact
- Events
- Give/Donate
- Outreach
- Get Involved



# HOMEPAGE

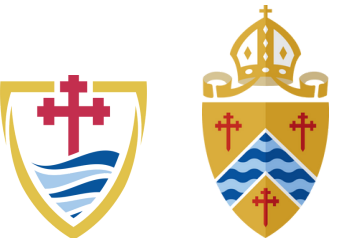
- On-ramp for website
- Home to important information such as service times and a quick welcome from the Rector or Priest-in-Charge
- Should have links that encourage people to dig deeper into the website.
- Example



# SUB PAGES

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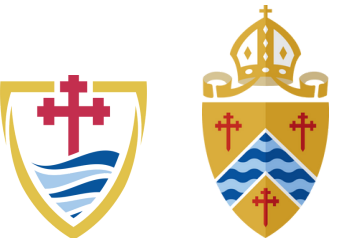
- About
  - Who We Are
    - Brief History, Values, Mission Statement
  - Leadership
    - Clergy, Staff, Vestry, etc.
  - FAQ's / Newcomer Info
    - Service Times
    - Dress Code (?)
    - The Episcopal Church
    - LGBTQIA+ Inclusion



# SUB PAGES

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- Contact
  - Address, Email, Phone Number
  - Contact Form
    - (Linked to a regularly checked e-mail)
- Events
  - Special Events
  - Parish Calendar
- Give/Donate
  - Include a short message about stewardship
  - Donation form that accepts credit cards and direct bank withdrawal.
    - Tithe.ly, Paypal, Realm by ACS





# CHURCH/MINISTRY WEBSITE ELEMENTS

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## Primary Audience

Visitors, Possible Parishioners

- Home
- Worship Schedule
- About Us
- Outreach Ministry / Volunteer Opportunities
- Space Rental
- Special Events
- Access to Live Streams

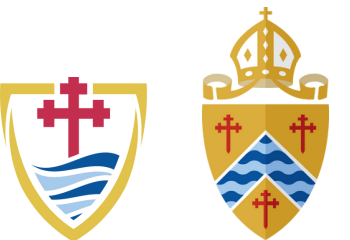
## Secondary Audience

Current Parishioners

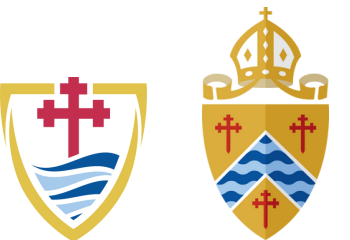
- Parish Calendar
- Donate Page
- Sermon Archives
- Photo Galleries
- Newsletter Archives



# USABILITY

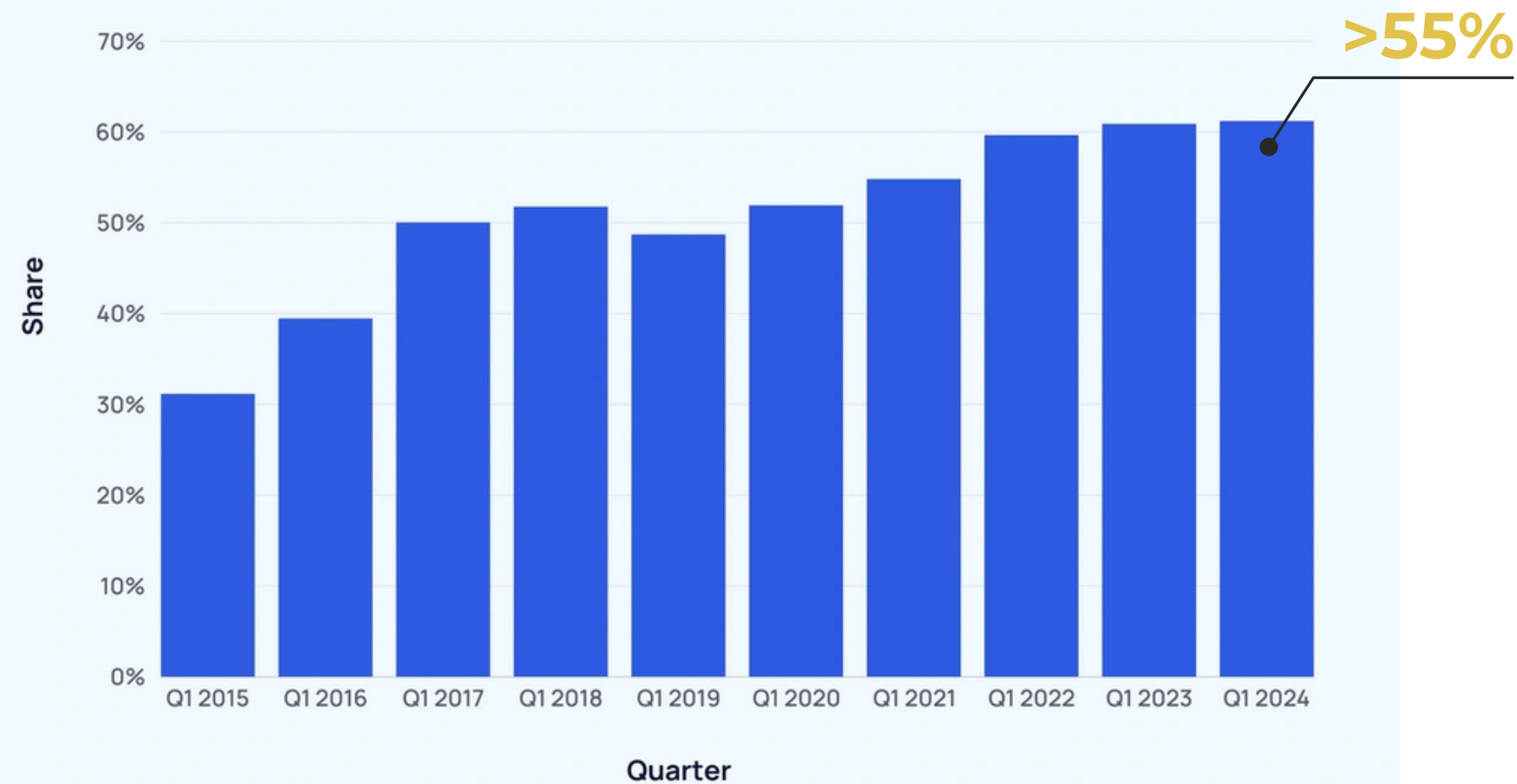


**WHAT DEVICES DO YOU  
USE TO ACCESS THE WEB?**

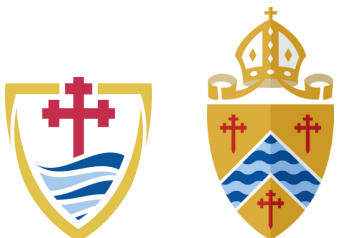
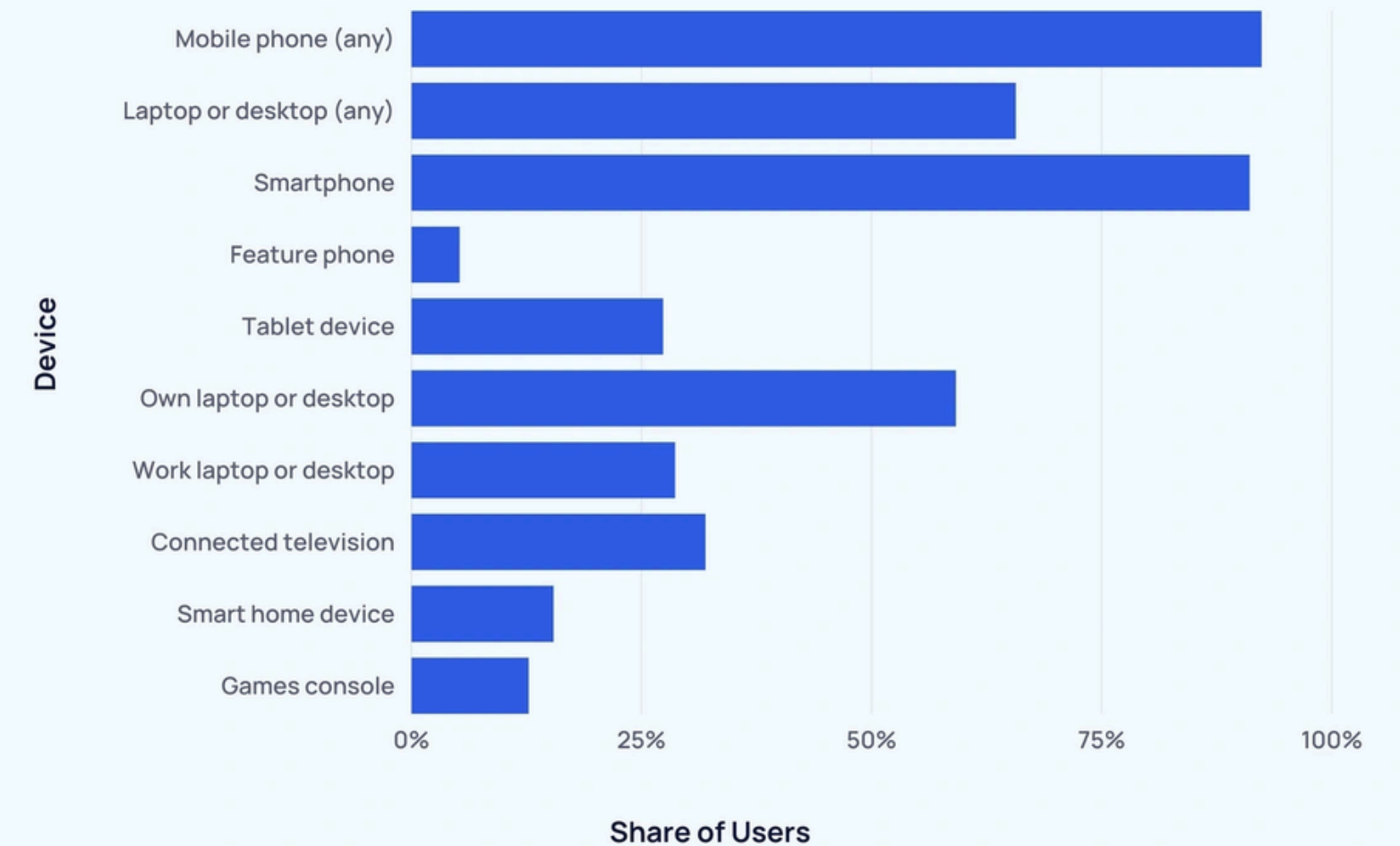


# HOW PEOPLE ACCESS THE WEB

## What percentage of internet traffic comes from mobile devices?



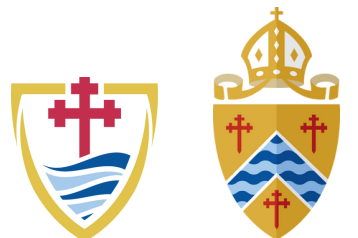
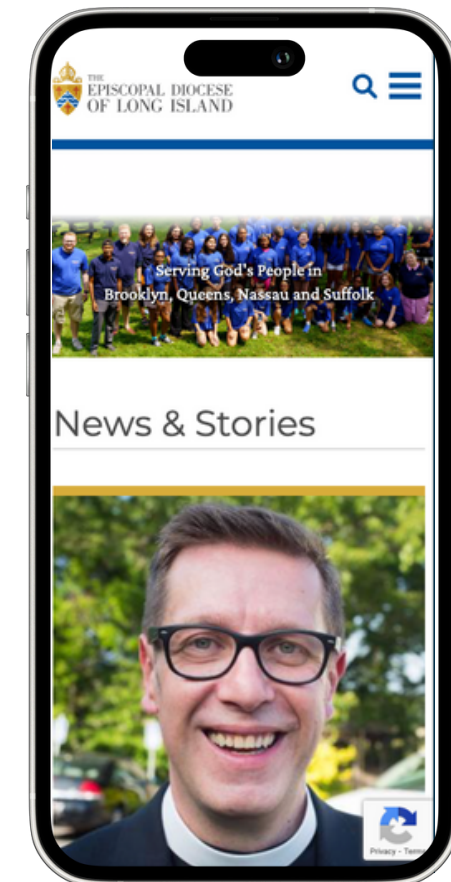
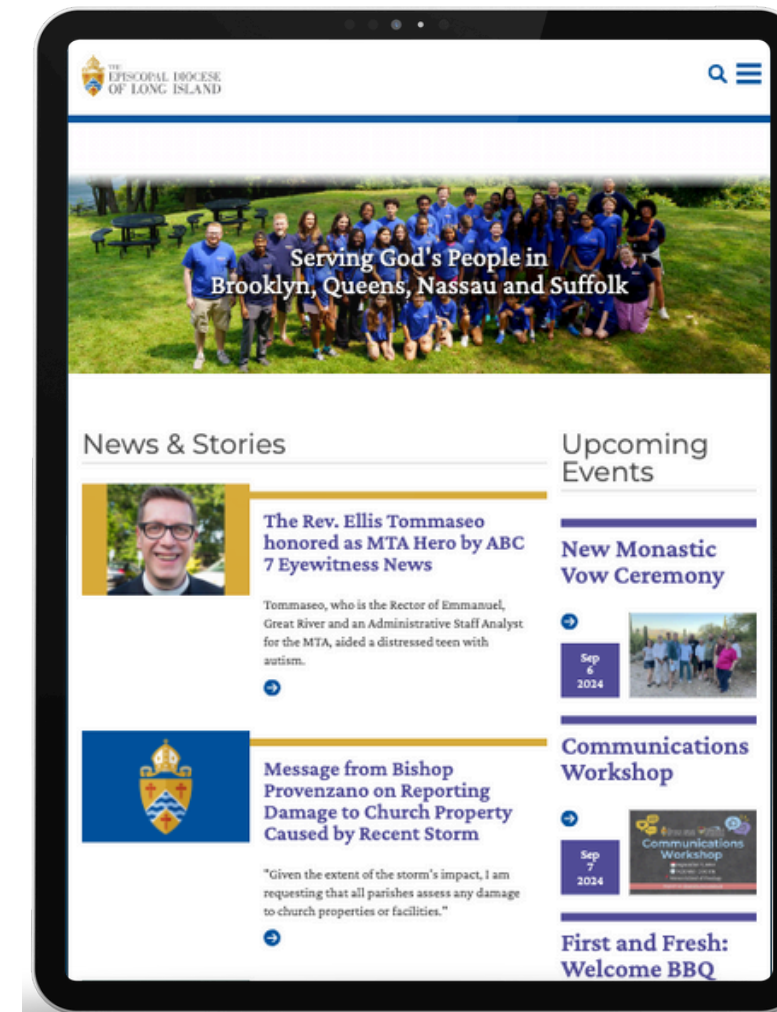
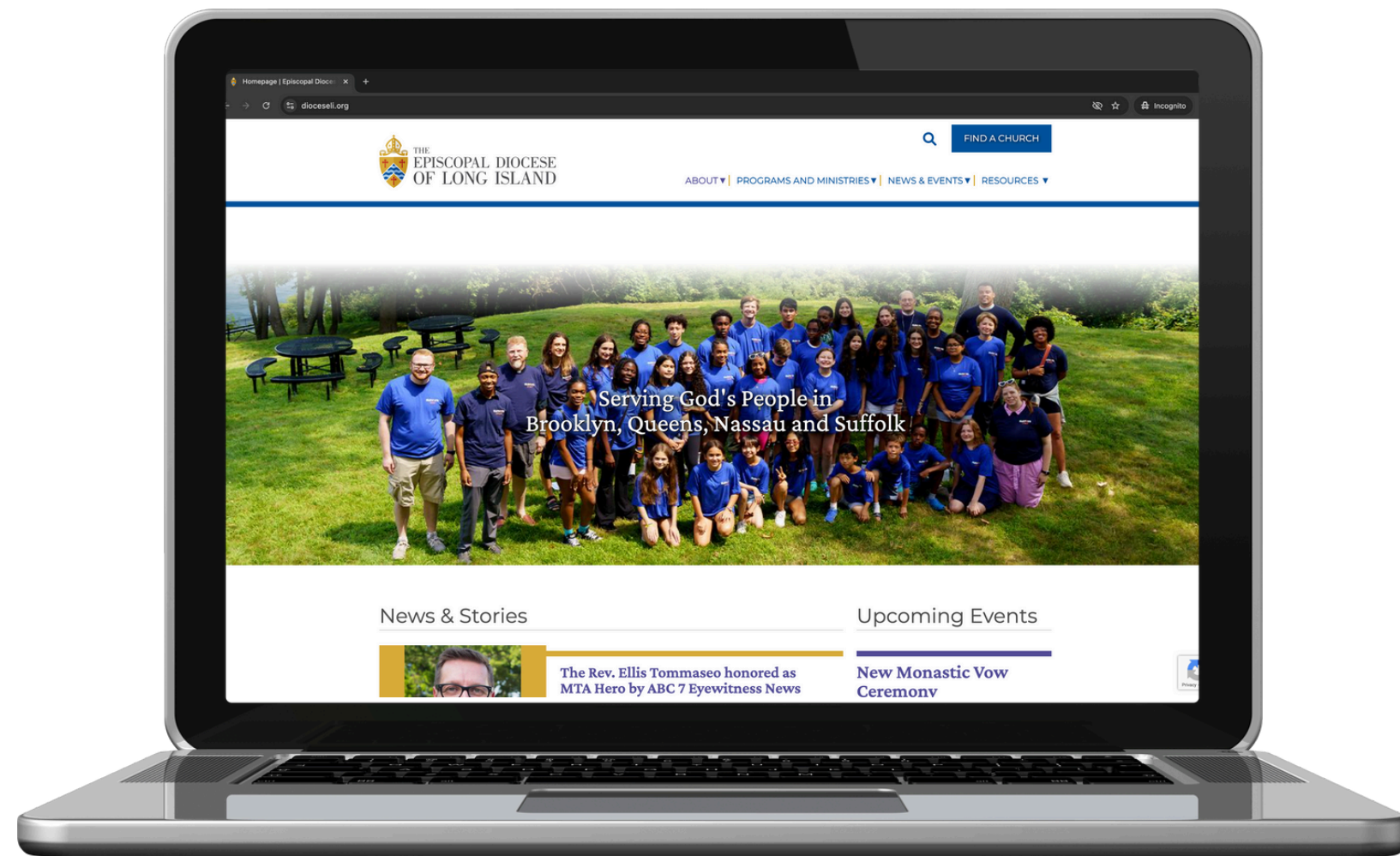
## How internet users access the internet



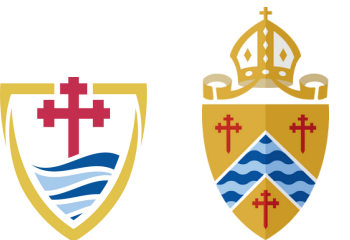
# RESPONSIVE DESIGN

Responsive web design is about creating web pages that look good on all devices!  
A responsive web design will automatically adjust for different screen sizes and viewports.

- W3Schools




# VISUAL DESIGN



# BRANDING

- Logo
- Colors
- Fonts


ORIGINAL LOGO WITH UPDATED FONTS




EPISCOPAL CHURCH OF THE  
**RESURRECTION**  
WILLISTON PARK, NEW YORK

LOVING GOD LIVING HOPE


### Alternative Logos



Stacked (Color)




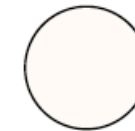



Stacked (B&W)



Alternate (Scaled)

### Color Palette

Blue	Gold	Light Gold	White	Gray
				
#004AAD	#E1C24D	#FFD700	#FFFDF8	#CE86FF

### Fonts

<b>HEADER FONT</b> <b>Yatra One</b> ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&'()*+,-=;:/\[]{} The quick brown fox jumps over the lazy dog.	<b>BODY TEXT FONT</b> <b>Tenor Sans</b> ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&'()*+,-=;:/\[]{} The quick brown fox jumps over the lazy dog.
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# IMAGERY

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- Use high quality images on your site.
- Possible photo subjects
  - Ordinary Parish Life
  - Youth
  - Events
  - Outreach
  - Architecture
- Emphasize all forms of diversity

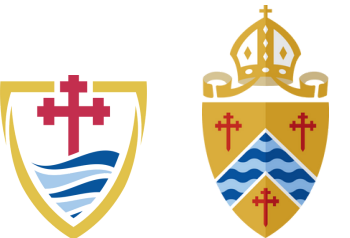
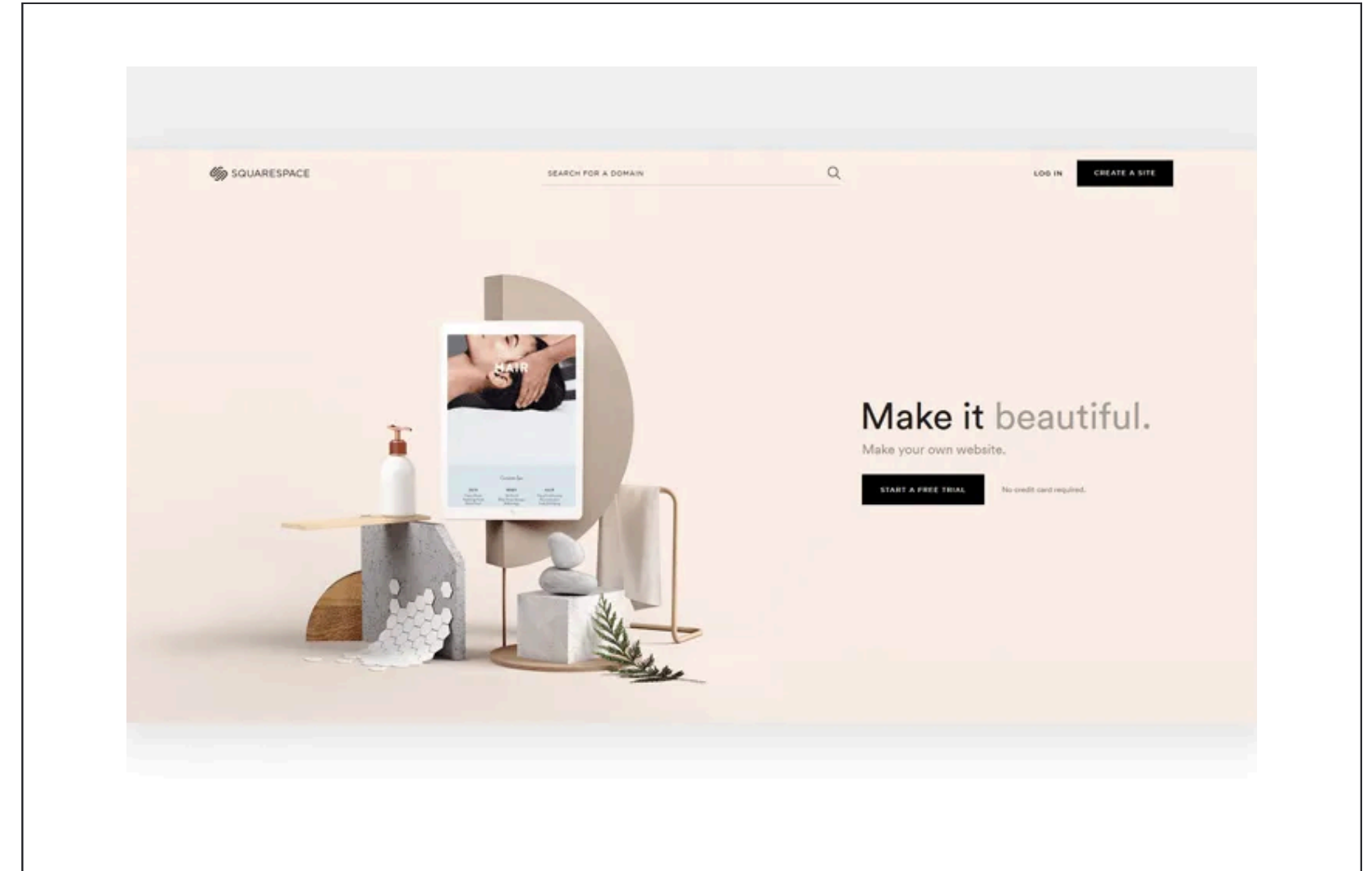




# SPACING

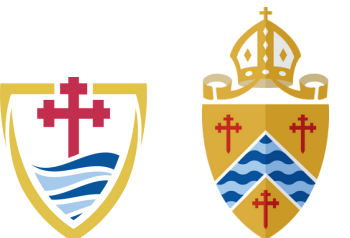
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- Develop your site with the idea that people are likely scanning your website, rather than closely reading it.
  - White Space
  - Sections
  - Headings



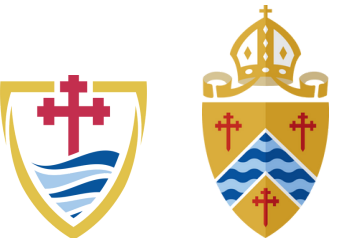
# WEBSITE AUDIT / FEEDBACK

*Pull up a website on your device that you would like constructive feedback on*

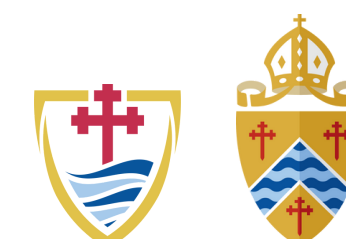
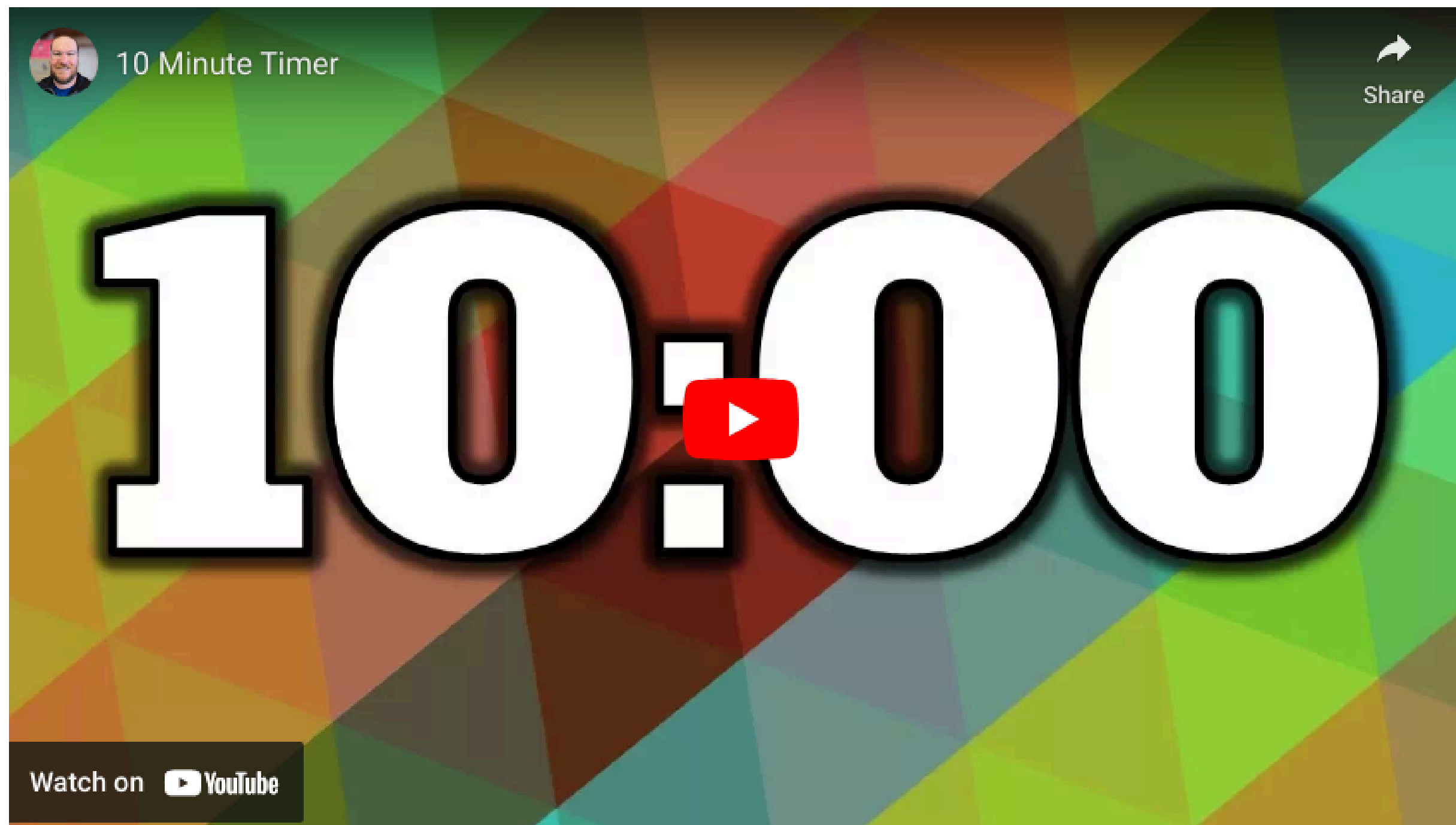


# 15 SECOND TEST

15



# 10 MINUTES FOR FEEDBACK



# ENHANCING YOUR PHOTOGRAPHY

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*small steps with a big impact*



PHOTOGRAPHY: JEN UNIH LIEN



PHOTOGRAPHY: MATTHEW PRITCHARD



PHOTOGRAPHY: DIANA GILDAY



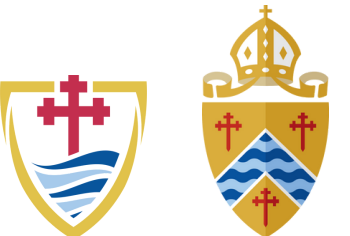
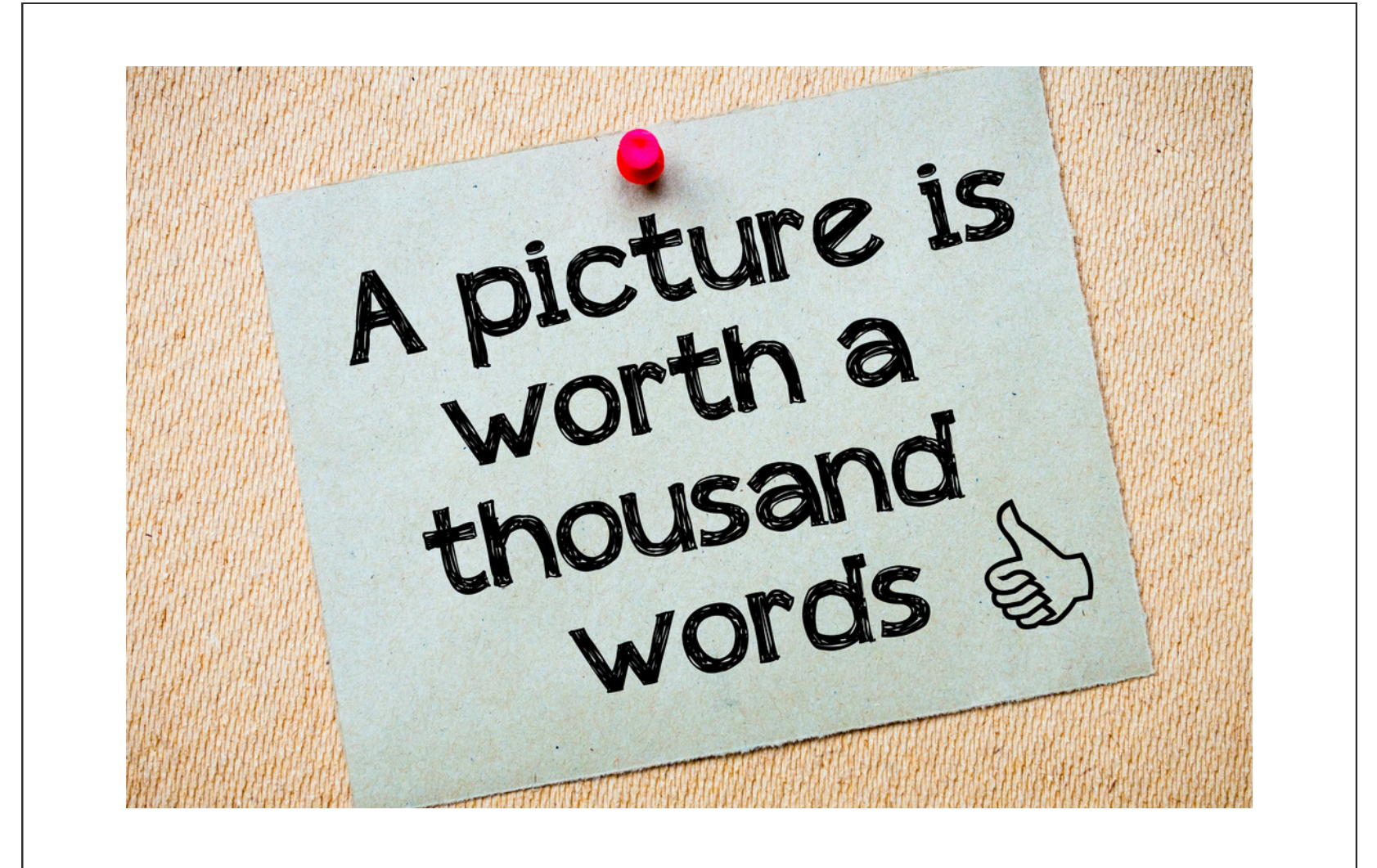


PHOTOGRAPHY: TEDDY BYRNE

# THINGS TO KEEP IN MIND

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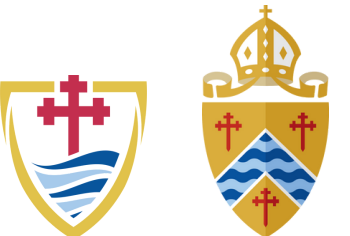
- Understand Your Surroundings
- Capture Diversity and Inclusion
- Close-Ups vs. Wide Shots
- Pay attention to your lighting.
- Keep the photo's destination in mind (Instagram vs. Website)
- Get consent for minors.



# GET RELEASE FORMS

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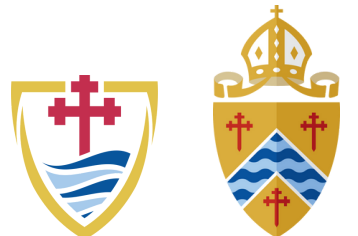
- For adults, it is widely understood that church services are public events where a right to privacy is not expected. However, if someone asks specifically to not be photographed, it is best to respect their wishes.
- For minors (18 and under), obtain a signed release form from the parent or guardian.



# WHEN SHOOTING WITH A SMARTPHONE...

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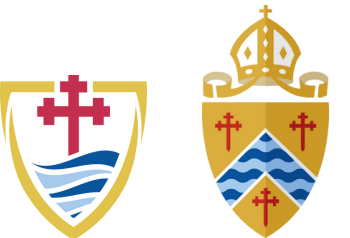
- Use natural light / avoid flash
- Keep your hands steady
- Use Gridlines
  - Try to keep your subject on the left and right lines
- Get close to your subject when possible.



# HIRE A PROFESSIONAL PHOTOGRAPHER

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- Consider hiring a professional photographer *at least once a year*.
- Greatly enhances your website content, social media, and more!
- See our resources worksheet for a few recommendations!



A woman wearing a black cowboy hat and a dark long-sleeved shirt is shown in profile, smiling and playing an acoustic guitar. She is on a stage at night, illuminated by warm, orange-toned stage lights. In the background, a blurred crowd of people is visible, some of whom appear to be clapping. The overall atmosphere is that of a live music performance.

**BREAK**

**REDUCE, REUSE, RECYCLE**

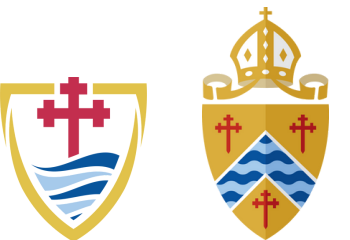
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*repurposing content*

## TRUE OR FALSE

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Creating a social media post and making an announcement is sufficient communication to advertise an upcoming event.



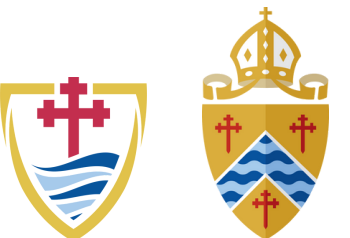


**FALSE**

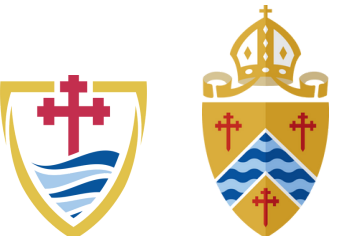
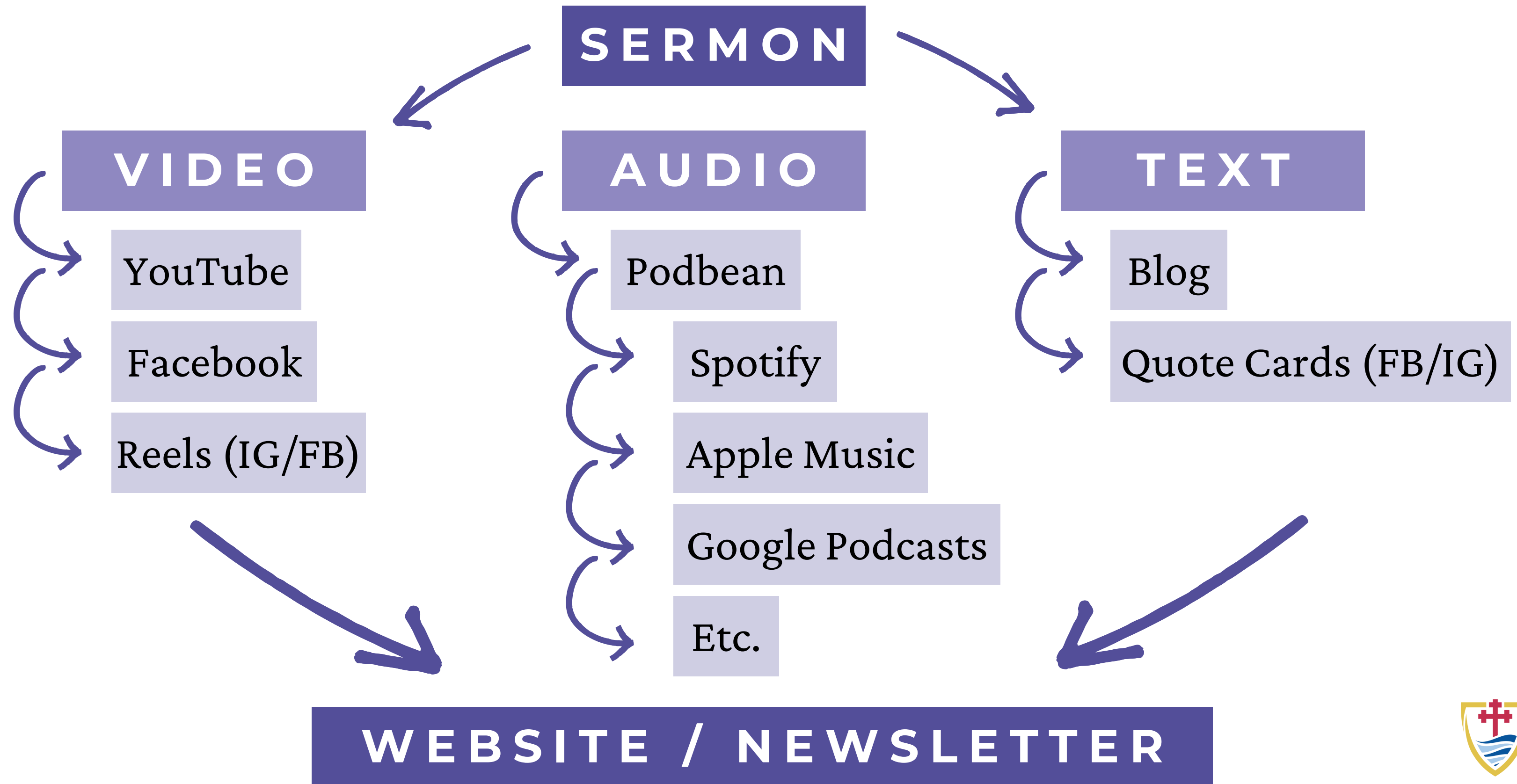
---

Research shows the average prospect needs to hear a message seven times before they take action.

*Your Goal? Refine & Repeat*



# EXAMPLE OF CONTENT RECYCLING



# KEEPING IT ALL ORGANIZED

## EDLI Content Calendar ▼

[Main Table](#)
[Timeline](#)
+

[New item](#)
🔍 Search
👤 Person
🔼 Filter
↕ Sort
👁 Hide
📁 Group by
⋮

### News

<input type="checkbox"/>	Item	Person	Status	Date of Event/Dea...	Department	Date Received	Channels	Website	Socials	Socials Status	ENews	Press	Web Check	Files	Design Asset
<input type="checkbox"/>	Riverhead Sale/Renovation at Grace Church		Pending More Info	Mar 27, 10:30 AM	Parish		TBD			Wait					
<input type="checkbox"/>	Storm Damage Reports		Doneski	Aug 20	Diocesan	Aug 19	TBD						✓		
<input type="checkbox"/>	Solar Panel Installation at St. Mark's Islip		Working on it		Pari... Partner O...		TBD								
<input type="checkbox"/>	+ Add item														
				Mar 27 - Aug 20	Parish +2								1/3	1 files	0 files

### Events

<input type="checkbox"/>	Item	Person	Status	Date of Event/Dea...	Department	Date Received	Channels	Website	Socials	Socials Status	ENews	Press	Web Check	Files	Design Asset
<input type="checkbox"/>	Ordinations to the Priesthood		Doneski	Sep 14	Diocesan	Jul 15	All Internal C...			Shared	Aug 2		✓		
<input type="checkbox"/>	PB Installation Screenings		Working on it	Nov 2	Diocesan TEC		All Internal C...			Need to Share					
<input type="checkbox"/>	Communications Day		Working on it	Sep 7	Diocesan		All Internal C...			Shared					
<input type="checkbox"/>	Fall Clergy Day		Working on it	Oct 1	Clergy		All Internal C...			Wait					
<input type="checkbox"/>	New Monastic Vow Ceremony		Working on it	Sep 6	Cathedral	Aug 12	All Internal C...			Share from extern...			✓		
<input type="checkbox"/>	First and Fresh		Working on it	Sep 7	Diocesan		All Internal C...			Need to Share					
<input type="checkbox"/>	Season of Creation 2024		Complete Penden...	Sep 1	TEC	Aug 13	TBD			Need to Share			✓		
<input type="checkbox"/>	Trinity, Roslyn Day of Wellness		Complete Penden...	Sep 28	Diocesan		Web & E Ne...			Share from extern...			✓		
<input type="checkbox"/>	Camp DeWolfe Fall Service Saturdays		Pending More Info	Sep 14	CDW		All Internal C...			Share from extern...					
<input type="checkbox"/>	Convention Listening Sessions		Stuck	Sep 26	Diocesan		All Internal C...			Wait					
<input type="checkbox"/>	CDW Benefit Luncheon		Complete Penden...	Sep 28	CDW		All Internal C...			Share from extern...			✓		
<input type="checkbox"/>	Youth Pre-Convention Meeting		Complete Penden...	Oct 27	Diocesan YaYA		All Internal C...			Need to Share					
<input type="checkbox"/>	Virtual Pre-Convention Meeting		Pending More Info	Oct 30	Diocesan		All Internal C...								
<input type="checkbox"/>	Diocesan Convention		Pending More Info	Nov 15	Diocesan		TBD								
<input type="checkbox"/>	Green Teams Creation Care Retreat		Pending More Info	Oct 5	Diocesan		All Internal C...								
<input type="checkbox"/>	"Pawtoberfest" & Blessing of the Animals		Pending More Info	Oct 5	Cathedral		All Internal C...								
<input type="checkbox"/>	Evensong for the Feast of St. Francis		Pending More Info	Oct 6	Cathedral		All Internal C...								
<input type="checkbox"/>	Collaborative Capital Campaign Workshops 2		Pending More Info	Oct 8	Diocesan		TBD								
<input type="checkbox"/>	Diocesan Confirmation		Working on it	Oct 12	Diocesan		All Internal C...			Wait					

# KEEPING IT ALL ORGANIZED

## IMPORTANT DATES

September - December 2024

September	November
1 2023 Audit Reports Deadline	1 ECW Book of Remembrance Memorial Service
7 First & Fresh - BBQ Kickoff	2 Livestream of Consecration of New Presiding Bishop
14 Ordinations to the Priesthood	3 Evensong: Dedication & Unveiling of Bishop's Portrait
14 Fall Service Saturday (CDW)	15-16 Diocesan Convention **
15 Fall Grant Deadline (EMLI)	23 School for Ministry Academic Program
17 School for Ministry Academic Program	
19 First & Fresh	
20-21 Weekend Program (DCDI)	
23 Final Date for Annual Giving Clinic Appointments	
23 Fall Service Saturday (CDW)	
26 Convention Listening Session 1	
28 Annual Benefit Luncheon (CDW)	

October	December
1 Fall Clergy Day **	3 Collaborative Capital Campaign Workshop 1   7pm
5 Green Teams Creation Care Retreat	5-6 DCDI Weekend Program
5 Fall Service Saturday (CDW)	7 Collaborative Capital Campaign Workshop 1   10am
5 "Pawtoberfest" & Blessing of the Animals	14 Diocesan Altar Guild Advent Quiet Day
6 Evensong for the Feast of St. Francis   4pm	15 A Festival of Lessons & Carols   4pm
8 Collaborative Capital Campaign Workshop 1   7pm	15 Winter Grant Deadline (EMLI)
9 Convention Listening Session 2	17 First & Fresh
12 Collaborative Capital Campaign Workshop 1   10am	21 School for Ministry Academic Program
12 Confirmation - Cathedral   11 AM	
16 Celebration of Ministry (EMLI)	
19 Fall Service Saturday (CDW)	
19 School for Ministry Academic Program	
26 Celebración de la Cultura Hispano-Latina	
27 Youth Pre-Convention Meeting	
29 First & Fresh	
30 Virtual Pre-Convention Meeting	

**Diocesan Contacts**

**Confirmations** | Deidra Beaman x 127 | [dbeaman@dioceseli.org](mailto:dbeaman@dioceseli.org)

**Episcopal Ministries** | Canon Mary Beth Welsh x 123 | [mbwelsh@dioceseli.org](mailto:mbwelsh@dioceseli.org)

**Commission on Ministry** | Pamela Gravesande x 134 | [pggravesande@dioceseli.org](mailto:pggravesande@dioceseli.org)

**DCDI** | Rev. Liz Tunney [etunney@dioceseli.org](mailto:etunney@dioceseli.org)

**Mercer School of Theology** | Diane Muscarella x 140 | [mercero@dioceseli.org](mailto:mercero@dioceseli.org)

**Cathedral** | Arleen Breen 516-746-2955 x194 | [abreen@incarnationgc.org](mailto:abreen@incarnationgc.org)

**Youth & Young Adult Ministry** | Chelsy DeHart x 118 | [cdehart@dioceseli.org](mailto:cdehart@dioceseli.org)

**Camp DeWolfe** | The Rev. Matt Tees 631-929-4325 | [mtees@campdewolfe.org](mailto:mtees@campdewolfe.org)

**Convention** | Ivette Fernandez-Guzman x 128 | [ifermandez@dioceseli.org](mailto:ifermandez@dioceseli.org)

**Parochial Reports** | Celeste LaCasse x 133 | [parochialreport@dioceseli.org](mailto:parochialreport@dioceseli.org)

**Audit Reports** | Stephen Najarro x 114 | [audit@dioceseli.org](mailto:audit@dioceseli.org)

**Grant Information** | Sandra Senior x 141 | [ssenior@dioceseli.org](mailto:ssenior@dioceseli.org)

**Communication / Parish News** | Denise Fillion x 120 | [dfillion@dioceseli.org](mailto:dfillion@dioceseli.org)

**Call 516-248-4800 or visit [dioceseli.org](http://dioceseli.org) for more information.**

**KEY**

Cathedral of the Incarnation | Episcopal Ministries of Long Island (EMLI) | Mercer School of Theology | Convention

Canonical Dates | Camp DeWolfe (CDW) | Clergy Events | Diocesan Church Development Institute (DCDI)

Diocesan Youth Events | Diocesan Event | Stewardship | Notable Event | \*\* Clergy Attendance Expected

## IMPORTANT DATES

January - June 2025

January	May
5 Evensong for the Epiphany   4pm	2-3 DCDI Weekend Program
18 School for Ministry Academic Program	3 Spring Service Saturday (CDW)
20 MLK Day of Service	4 Evensong for Eastertide   4pm
25 Ordinations to the Transitional Diaconate	6 First & Fresh
26 Ecumenical Evensong - Council of Nicaea	6-9 Clergy Conference
28 First & Fresh	10 Confirmation - Cathedral   11am

February	June
1 Ordinations to the Vocational Diaconate	6 Retired Clergy Luncheon
2 Evensong for the Presentation of Christ   4pm	7 Confirmation - St. Mark's, Islip   11am
3 Sacred Ground (Program Begins)	8 Evensong & Chorister Appreciation   4pm
4 Winter Clergy Day **	10 PAX Appreciation Luncheon
7-8 DCDI Weekend Program	14 Confirmation - Trinity, Northport   11am
8 Finance Seminar	14 Confirmación - St. Mark's, Jackson Heights   11am
15 Bowling with the Bishop(s)	15 Summer Grant Deadline (EMLI)
15 School for Ministry Academic Program	21 Juneteenth Jubilee
22 Absalom Jones (Cathedral)	21 School for Ministry Academic Program

March	April
1 2024 Parochial Reports Deadline	26 Spring Service Saturday (CDW)
1 Discernment & Vocations Day	2 Evensong for Lent   4pm
3 Evensong for Lent   4 PM	19 School for Ministry Academic Program
25 First & Fresh	15 Chrism Mass **

**Reminder:** Immediately following your parish annual meeting, please submit updated vestry rosters to the Office of the Bishop, Deidra Beaman at [dbeaman@dioceseli.org](mailto:dbeaman@dioceseli.org).

**KEY**

Cathedral of the Incarnation | Episcopal Ministries of Long Island (EMLI) | Mercer School of Theology | Convention

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## 2024 Important Dates

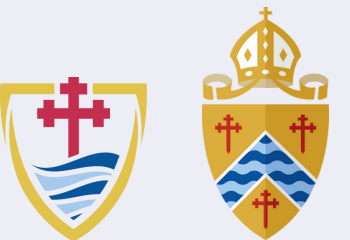
February 11 Pancake Breakfast	June 9 Outdoor service & Picnic
February 14 Ash Wednesday Services: 7:00 AM, Noon, 7:30 PM	June 21 or 22 (Tentative) Outdoor Disney Movie Night
February 18 Valentine's Day Luncheon	July 21 Christmas in July Fundraiser
February 16 or 18 Coffeehouse	September 7-9 Welcome Back Weekend
March 8: Paul Simon Tribute Concert (Jeff Espenshade & Co.)	September 27 Family Game Night
March 10 Altar Guild Recognition Sunday	October 31 Trick-or-Treat at All Saints
March 24-30 Holy Week	November 3: All Saints Sunday
March 29 Good Friday Morning retreat	November 14-15 Diocesan Convention
March 31 Easter Sunday	November 4 Christ The King and Thanksgiving Celebration
April 12 Family Game Night	November 8 Family Game Night
April 20 (Tentative) Community Flea Market	December 1 First Sunday of Advent
May 19 Pentecost - Deanery service at Grace, Whitestone	December 7 Holly Bazaar
May 19 Bayside Glee Club Spring Concert	December 15 Bayside Glee Club Winter Concert
June 7 Family Game Night	December 22 Christmas Cabaret
	December 23 Pageant dress rehearsal and Church School party

*Please Note: The above dates are for planning purposes only and may be subject to change.*

# TEMPLATES FOR COMMON CONTENT TYPES

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- Long form text
- Short form text
- Event publicity
- Short form video



# LONG FORM TEXT



## HURRICANE BERYL RELIEF AND PRAYERS

Your continued prayers and contributions requested  
by The Rt. Rev. Lawrence C. Provenzano



Dear Sisters and Brothers in Christ,

The people and Diocese of Jamaica and The Cayman Islands desperately need our help since Hurricane Beryl, which struck on July 3, bringing significant devastation to the region.

I am writing to request that you join me in supporting this humanitarian effort. I am asking that every parish encourage members and worshippers to support this direct relief program.



In our communication with **the Most Rev. Dr. The Hon. Howard K. Gregory O.J., Archbishop of the West Indies, Primate and Metropolitan, and Bishop of Jamaica and the Cayman Islands**, he indicated that the diocese is focusing on providing necessities and helping individuals re-establish their livelihoods. They will also undertake rebuilding projects as a secondary priority. Funds have already been released to respond to requests for help, which are being managed by the diocesan team on the ground.

Please see our website to learn where to direct funds.



The Diocese of Jamaica and The Cayman Islands is providing updates as the situation and response unfold.

Thank you for answering the call to relieve human suffering in Christ's name. Please hold all the people impacted in your prayers through the coming weeks and months of recovery.

Faithfully,

Bishop Lawrence C. Provenzano

## From Information to Transformation

One Parish's Story of How Unveiling a Painful Past Unlocked the Freedom to Act with Integrity Now and in the Future



An interview of Rev. Carl Adair, Assistant Rector of Zion in Douglaston by The Rev. Dr. Craig D. Townsend, Historian in Residence for Racial Justice for the Diocese of Long Island.

At 7:30pm on November 2nd, the Feast of All Souls, the parish of Zion Episcopal Church, Douglaston, Queens, will unveil and dedicate a plaque in their sanctuary memorializing the persons enslaved by founding members of the parish. This is the first public and concrete response to the historical research members have been conducting over the past three years.



**Adair:** In the last ten years or so, there have been a number of universities and other institutions grappling with the presence of enslaved people in their own history, and their ongoing entanglement with white supremacy; I had been following that work with interest. But it wasn't until a few weeks after the murder of George Floyd in 2020 that I began to wonder if we could be one of those institutions. I did some quick Googling, and came across the Northeast Slavery Records Index. I plugged in the name of Zion's most prominent founder, **Wynant Van Zandt**. If I'm honest, I did the search almost casually, as a matter of intellectual curiosity. But then a bunch of records popped up, and it felt like a punch in the gut. In that moment, I knew that if we pulled at these threads, it would open up a profound and challenging spiritual journey for us as a parish—and I didn't know where it would lead. That's when I started praying.

**We had found the same records showing that Wynant and Maria Van Zandt had enslaved at least 4 people. This wasn't going to be my private pet project: we were going to do this as a community, led by the Holy Spirit. A small committee of researchers started meeting every other week to uncover more records, and to expand our sense of the context in which our founders lived.**



**On November 2 at 7:30pm, Zion Episcopal Church will formally dedicate a memorial to the 43+ people that Zion's founding families enslaved. All are welcome.**

**Continue reading at [dioceseli.org/news](https://dioceseli.org/news)**

*Sermons, blogs, articles, news features, announcements, etc.*



# LONG FORM TEXT (ARTICLES)

IN THE NEWS

Opinion: Creedmoor Plan is a Chance for a New Generation to Call Queens Home

Opinion Piece by Will Spisak and Rev. Carl Adair of Zion Episcopal in Queens published by CityLimits

Lots of people are talking about the state's plan for 2,800 housing units at the Creedmoor site. Understandably, many life-long residents of the area fear that the project would change the character of the surrounding neighborhoods. Their parents or grandparents worked hard to buy homes in Glen Oaks Village or Hollis Hills: this new plan feels like a threat to their legacy.

As two people who care deeply about the Eastern Queens community, we've been listening carefully to our neighbors' concerns about the Creedmoor plan. We don't think Gov. Kathy Hochul's plan is perfect: there are plenty of details we want spelled out.

**But we see at Creedmoor the opportunity for a new generation of New Yorkers to make a home and leave a legacy for their children and grandchildren. We support the plan's vision because we see it as a chance to stand up for people just like our parents and grandparents—who struggled bravely to make a life and a future for their families.**

[read more at DIOCESELI.ORG/NEWS](https://dioceseli.org/news)

IN THE NEWS

North Brooklyn Angels luncheon reflects seven years of service to the community

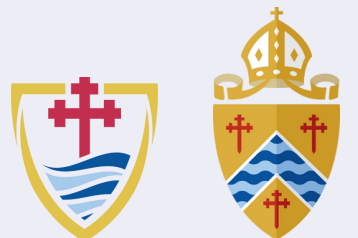
new article in the Brooklyn Eagle

"We started thinking about building a food project that was primarily about bringing newer affluent residents together with long-standing residents to aid their neighbors. That's why we came up with the tagline 'neighbors helping neighbors,'" said Rev. John Merz, a cofounder and vice chair of North Brooklyn Angels and Vicar of the Church of Ascension in Greenpoint.

"In gentrification, parallel communities inhabit the same space, but they don't have any interaction. We wanted to bring people together to start to see their community more intimately but also to work with their neighbors, serving their neighbors."

[read more at EPISCOPALMINISTRIES.ORG/NEWS](https://episcopalministries.org/news)

*Sermons, blogs, articles, news features, announcements, etc.*



# SHORT FORM TEXT

experienced  
volunteers  
needed to help  
get through  
the back to  
school rush

details in caption!

Sometimes even when I don't need food, I come here just to get a hug and to vent about my life because I know someone will always listen.

**MELISSA**  
A GUEST WHO REGULARLY VISITS THE FOOD PANTRY AT NEIGHBORS BEING HUMAN, EMLI MINISTRY PARTNER

It is impossible to state too clearly that only the coming Lord Himself can make ready the way for His coming... The end of all preparation of the way of Christ must lie precisely in perceiving that we ourselves can never prepare the way.”

Dietrich Bonhoeffer

THURSDAY, FEBRUARY 15, 2024 LUKE 9:24-25

**For those who want to save their life will lose it, and those who lose their life for my sake will save it. What does it profit them if they gain the whole world, but lose or forfeit themselves?**

*It is easy, at times, to miss the strange and paradoxical message of the cross. What does it mean to lose one's life for God's sake today? How might the way of the cross be a beginning rather than an end?*

Daily Lenten Meditations by Miguel Escobar,  
Executive Director, Episcopal Divinity School  
via Episcopal Relief & Development's 2024 Lenten Meditations  
Miguel is a parishioner at San Andres (St. Andrew's) in Sunset Park and All Saints in Park Slope

@MIGUELNOTES @EPISDIVSCH @EPISCOPALRELIEF

 **Episcopal Ministries of Long Island**  
@episcopalministries

To follow Jesus is to walk the path of service, where we find the beauty of our faith magnified in the lives we touch.

— Brian McLaren



This is a powerful learning tool. Working in teams/groups facilitates exchange of view, insights, and ideas. Many of these I have taken back to the congregations I serve to implement them.”

**FR. JOHN UNGER II**  
EPISCOPAL DIOCESE OF WEST VIRGINIA  
ON HIS EXPERIENCE WITH THE  
DIOCESAN CHURCH DEVELOPMENT INSTITUTE (DCDI)

Register for the cycle starting this fall at  
[DIOCESE.ORG/DCDI](https://diocese.org/dcdi)

**1 in 3**  
families with  
babies &  
toddlers can't  
afford diapers\*

\*national diaper bank 2023

*Testimonials, quotes from sermons, prayers, inspiration, brief announcements, etc.*



# EVENT PUBLICITY



THE EPISCOPAL DIOCESE OF LONG ISLAND

## FIRST & FRESH

Overview of diocesan structure, leadership, and key programs  
*Leader: Bishop Provenzano*

September 19, 2024  
9:00 AM - 1:30 PM  
Mercer School



## Diocesan CONFIRMATION



## YOUTH PRE-CONVENTION MEETING

Saturday, October 27th • 3 pm - 5 pm  
Mercer School of Theology, Garden City



THE EPISCOPAL DIOCESE OF LONG ISLAND

## FIRST & FRESH

Preparing for a Bishop's Visitation and Basic Liturgy  
*Leader: Bishop Wolf*

October 29, 2024  
9:00 AM - 12:30 PM  
Mercer School



## Episcopal VISITATION



THE EPISCOPAL DIOCESE OF LONG ISLAND

## CELEBRATION OF EARTH DAY

Presented by:  
The Creation Care Community of the Diocese of Long Island

Saturday April 20, 2024 • 11:00 AM  
Cathedral of the Incarnation, Garden City

To register, visit: [dioceseli.org/earthday24](https://dioceseli.org/earthday24)

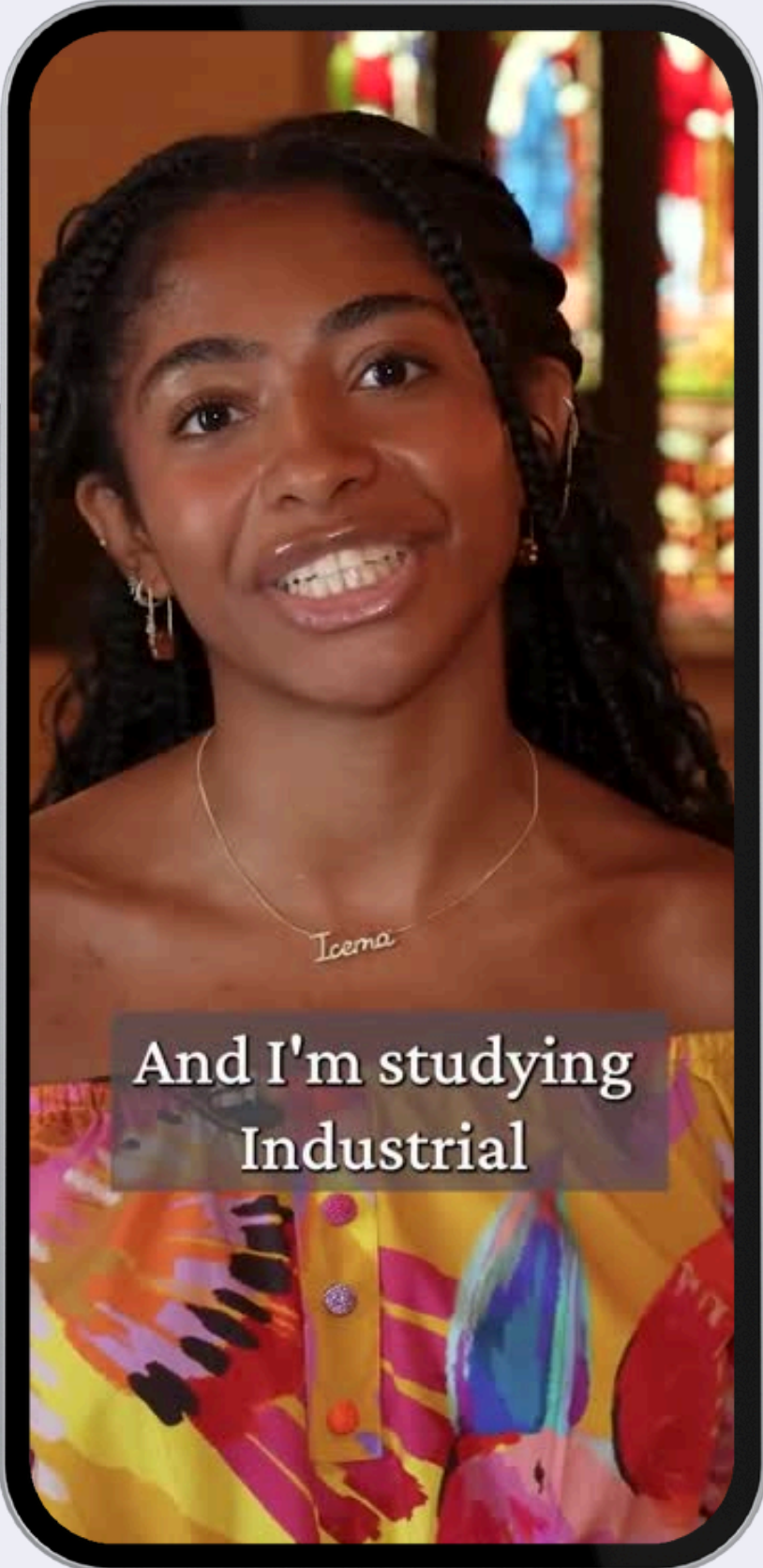
*Announcements or reminders for upcoming events*

**S O C I A L S   W A L K   A R O U N D**

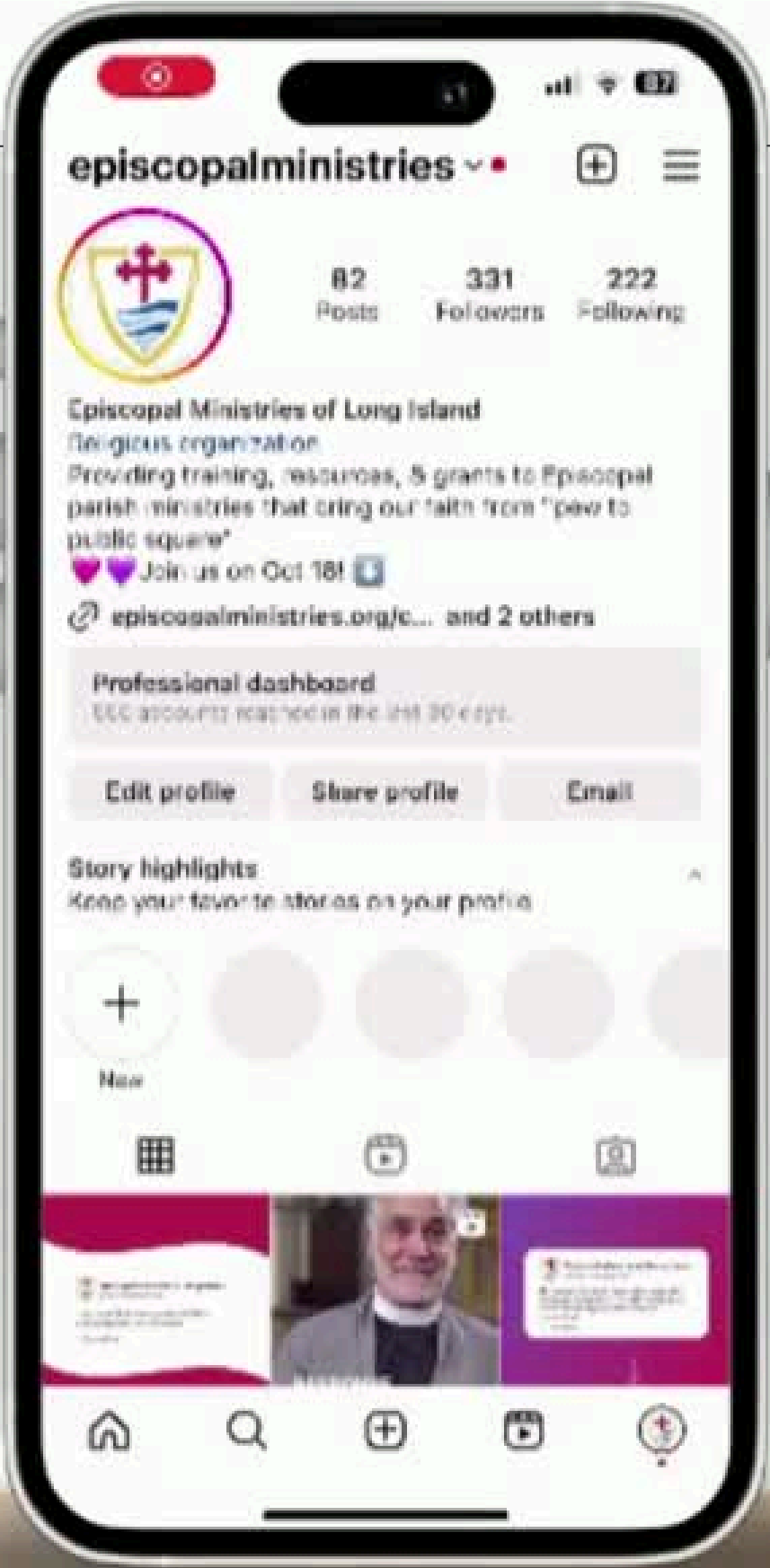
A woman wearing a black cowboy hat and a dark long-sleeved shirt is shown in profile, smiling and playing an acoustic guitar. She is the central focus of the image. The background is dark, with several other people blurred, suggesting a social gathering or performance at night. The lighting is warm and focused on the woman and her guitar.

**LUNCH  
BREAK**

# SHORT FORM VIDEO: REELS!



# CREATING REELS



# STEPS FOR REELS CREATION

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## *Add your video*

- Open Instagram and tap the + icon at the top.
- Select "Reel" at the bottom.
- Record new footage or upload existing videos.
- Tap "Preview" to enter editing mode.

## *Edit video in IG app*

You'll use the tools at the top of your screen to edit your video in the app.

## *Add subtitle captions on the video screen*

Tap square smiley face to have the app transcribe your audio automatically

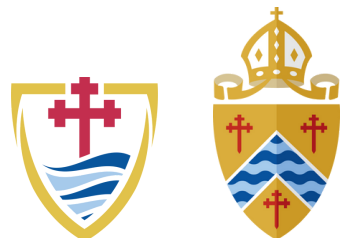
## *Add music*

Tap music notes to add music to your video. Tap controls to make the music background music and keep the audio from your speaker loud and clear

## *Add a text caption*

Type what your reels is about in the text caption area. Add hashtags, collaborations, tags, locations, etc. Change the cover photo if you wish.

Click "Share"!



# UPLOAD COMPLETED VIDEOS HERE

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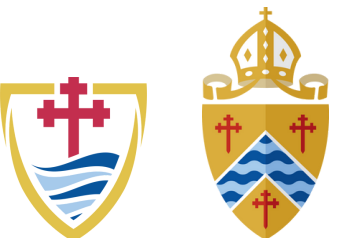


# RESOURCES

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- [Canva](#) (free for nonprofits).
- [Later](#) (free or discounted for nonprofits).
- [Monday.com](#) (discounted for nonprofits)
- [Tutorial for creating IG reels](#)
- [Describe](#) for easy Reels with captions (discounted for nonprofits)

If you have a garden, thrift, or pantry ministry and would like to be included in an Instagram folder of sample reels for each of those ministries, please see Mary Grace and she'll add you to a virtual folder!





# Thank you!

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**Denise Fillion**, 516-248-4800 x120 | [dfillion@dioceseli.org](mailto:dfillion@dioceseli.org)

**Teddy Byrne**, [tbyrne@dioceseli.org](mailto:tbyrne@dioceseli.org)

**Mary Grace Puszka**, 516-248-4800 x137 | [mgpuszka@dioceseli.org](mailto:mgpuszka@dioceseli.org)

