



## North Georgia Conference United Methodist Men

### President's Report – July 2020

Website/Social Media – I began posting pictures and videos to the United Methodist Men's (UMM) social media accounts and to the website. This included a Presidential Introduction message that was recorded on July 2<sup>nd</sup>. I also requested that the UMM ministry leaders begin to send their pictures and videos to be included on the social media accounts. Additionally, I reached out to Good News Television Media Ministry for the cost of television and radio commercials. I asked Isiah Moore to make some changes to the UMM website. Took out 3 Facebook ads and a Google ad to promote the UMM social media. The Facebook ad reached 7,822 people from July 2-29, 2020, with 500 Post Engagements and 25 Page Likes (see below). I also sent out weekly video messages via email and social media.

Conference/Jurisdiction – on July 1<sup>st</sup> I sent an email to Sybil Davidson, the North Georgia Conference (NGC) Communications Director, that included a PowerPoint presentation of the elected officers and ministry positions of the United Methodist Men in the Conference. Jerry Stillabower and I attended a Southeastern Jurisdiction United Methodist Men (SEJ UMM) meeting on planning, vision and goals on July 16, 2020. Held the monthly Executive Committee Meeting on Tuesday, July 21<sup>st</sup>. I sent an email to the UMM District Presidents and the NGC District Superintendents in reference to re-districting and how that will affect our ministry.

Racial Reconciliation – I began gathering a bibliography of audio, book and video resources on the topic of racial reconciliation. These resources are biblically and theologically informed, and

are not rooted in secular humanism. They can be categorized as historical, cultural and/or practical divinity; with an emphasis on redemption and reconciliation. This information was published in UM Insight. We also promoted the SEJ UMM Day of Prayer on Racism, in which I was an invited speaker.

Mentoring – I continued the conversation with Radical Mentoring concerning partnering with them in an attempt to increase the retention of men in the United Methodist Church. Hosted a YoungER Men’s Ministry Town Hall on Saturday, July 18<sup>th</sup>, unfortunately no young men attended this event.

Retreat – called a meeting of the Retreat Committee to plan the Igniting Faith Summit (scheduled for October 16-17, 2020) on July 13, 2020. Contacted Bishops James Swanson and Gary Mueller, as well as Gil Hanke of the General Commission on United Methodist Men (GCUMM), to be speaker at the Summit. Additionally, we began to promote the Promise Keepers (PK) virtual conference to the UMM and I began having a conversation with Mark Lubbock of GCUMM about the logistics of the PK event. Contacted the Rock Eagle 4-H Center to reserve a date for the Igniting Faith Retreat in the Fall 2021.

The screenshot shows a web browser window displaying the Facebook page for the 'United Methodist Men of the North Georgia Conference'. The browser's address bar shows the URL 'https://www.facebook.com/ummenga/'. The page header includes the Facebook logo, a search bar, and navigation icons. The left sidebar is titled 'Manage Page' and lists various management tools like Home, Ad Center, Inbox, Resources & Tools, Manage Jobs, Notifications, Insights, Publishing Tools, and Page Settings. The main content area features a notification at the top asking for message preferences, followed by an 'Insights' section for the last 28 days (July 2 - July 29). The insights data is as follows:

Metric	Value	Change
People Reached	7,822	+29985%
Post Engagements	500	+12400%
Page Likes	25	+1150%

Below the insights is a 'Create Post' section with options for Photo/Video, Check in, and Feeling/Activity. A 'PINNED POST' is visible at the bottom, featuring a link to 'https://promisekeepersevent/'.

Odell Horne – August 14, 2020