



North Georgia Conference United Methodist Men

President's Report – August 2020

Website/Social Media – Isiah Moore made significant changes to the website to make it more user friendly. He also created a Message Board for the Prison Ministry. Conducted a Communications meeting with Isiah Moore, Joshua Washington and Cary Loesing to make sure that are website and social media accounts are telling the UMM story effectively. Joshua Washington and I have posted new videos to the social media accounts dealing with ministry to men and Annual Conference. Contacted Good News Television Media Ministry about social media promotion.

Conference/Jurisdiction/District – Sent an encouragement letter to the Local Church UMM Presidents on August 5, 2020. Published the District Meeting schedule on August 6, 2020 for the purposes of electing new District officers that would be in alignment with the new proposed District Restructuring. We received several nominations for district officer positions. Sent a welcome letter to the District Lay Leaders on August 10, 2020. Release a new Organization Chart, which has since been posted to the website. Sent Men's Ministry Report to the General Commission on United Methodist Men in fulfillment of the Men's Ministry Specialist requirements. We held the Executive Committee Meeting on Tuesday, August 18, 2020. Invited Kevin Harris and Trey Brush of Radical mentoring to give a presentation of the ministry at this meeting. Communicated to the Conference Lay Leader, District Lay Leaders, District Lay

Servant Directors and the Conference Communications Office via email, to inform them of the latest information concerning UMM.

Racial Reconciliation – Reached out to Rev. Byron Thomas about being a part of a virtual town hall called “Redemption and Reconciliation” in January 2021, based on Martin Luther King Jr. book “Strength to Love.” The Day of Prayer on Racism video was posted to all social media accounts.

Retreat – The Retreat Committee met twice this month and has made significant progress towards planning a Virtual Conference. We have sent invitations to speakers to be a part of the conference and have been successful in securing some of them. We began promoting the retreat on the website and social media accounts. Received approval from Promise Keepers to use some of their material for the virtual conference, thanks to Mark Lubbock. Submitted several Public Service Announcements to the radio and television stations throughout the North Georgia Conference. This event has been added to the community calendars of the media outlets as well.

The screenshot shows a Facebook page for the 'United Methodist Men of the North Georgia Conference'. The page is viewed in a browser window with the URL 'facebook.com/ummennga'. The left sidebar contains navigation options: Home, Inbox, Events, Resources & Tools, Manage Jobs, Notifications (1 new), Insights, and Publishing Tools. A 'Promote' button is visible at the bottom of the sidebar. The main content area features an 'Automated Ads' section, an 'Insights' section for the last 28 days (Aug 17 - Sep 13), and a 'Pinned Post'. The 'Insights' section displays the following data:

Metric	Value	Change
People Reached	860	+109%
Post Engagements	575	+637%
Page Likes	4	+33%

The 'Pinned Post' is a text-based post from 'United Methodist Men of the North Georgia Conference' dated 3 days ago. The text reads: 'A person finds joy in giving an apt reply— and how good is a timely word! Proverbs 15:23'. Below the text is a photograph of a hand writing on a notepad with a white marker. The post has 23 people reached and 5 engagements. A 'Boost Post' button is located at the bottom right of the post. The Windows taskbar at the bottom shows the time as 8:53 PM on 9/14/2020.

Odell Horne – September 14, 2020