**pREVIEW TEXT:**

**Leader COMMUNICATIONS**

The Leader Communications Team equips church leaders with tools, resources and information for effective ministry.

LEARN MORE

**LEADER  
COMMUNICATIONS**

The Leader Communications Team empowers church leaders with meaningful, relevant and timely content, resources and information through ResourceUMC.org, The Source e-newsletter and social media channels in multiple languages.

In 2022, approximately 140 original pieces of content were produced in English, Spanish and Korean to help equip church leaders to lead their congregations effectively. Thirty-seven percent of ResourceUMC.org visitors are under the age of 35 and more than 70 percent are under the age of 55.

Highlights include the [*State of the Church*](https://www.resourceumc.org/en/churchwide/the-connectional-table/2021-state-of-the-church-report) report, [United Methodists Stand With Ukraine](https://www.resourceumc.org/en/topics/united-methodists-stand-with-ukraine) and a collection of new resources to help churches implement the [#BeUMC campaign](https://www.resourceumc.org/beumc), including videos, graphics, a discussion guide and much more.

A new landing page was created for the [Interagency Net-Zero Commitment](https://www.resourceumc.org/en/topics/creation-care/net-zero-commitment), a shared space for updates from the agencies on progress toward reaching net zero emissions by 2050. The Leader Communications team worked with the production team to host a two-part [webinar](https://www.resourceumc.org/en/topics/creation-care/cop27-webinars) with agency attendees of the COP27 climate change conference.

Through a partnership with the General Commission on the Status and Role of Women and the General Commission on Archives and History, we began hosting their websites on ResourceUMC.org and providing other communications support. We also partnered with the National Plan for Hispanic/Latino Ministry and the General Commission on Religion and Race to host the “[Somos Metodistas Unidxs Webinar](https://www.resourceumc.org/es/churchwide/national-plan-for-hispanic-latino-ministry/somos-metodistas-unidxs-webinar)” and worked with Strengthening the Black Church in the 21st Century (Discipleship Ministries) on several projects.

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**49.9%**

Open rate for  
The Source e-newsletter

**6.7%**

Increase in Korean   
newsletter  
subscribers

**2.52**

Million  
page views

**59%**Increase in   
Spanish-language audience

Embed video

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