**PREVIEW TEXT**

**United Methodist Communications equips church leaders to communicate effectively through the provision of training and local church services.**

**LOCAL CHURCH  
SERVICES AND TRAINING**

United Methodist Communications offers local church leaders training and services to improve their communication skills, reach out to their audiences and grow their churches.

The highlights of the communications training year included working with church leaders through facilitated courses like *Developing a Strategy for Communication Planning*, [*Creating Hybrid Worship Services*](https://www.resourceumc.org/en/content/hybrid-worship-training-course-empowers-churches) and [*Outreach and Design using Canva*](https://www.resourceumc.org/en/content/communications-agency-helps-churches-create-impactful-imagery).

Additionally, the Training Team collaborated with agency subject matter experts and church communication experts to launch the first-ever [*Communications Learning Week: Taking the Next Step*](https://www.resourceumc.org/en/content/communications-learning-week-helps-participants-develop-their-skills). During Communications Learning Week, the team helped deliver 30 skill building opportunities to church leaders over the span of 5 days.

The [Local Church Services](https://www.resourceumc.org/en/agencies/communications/services/local-church-marketing-services) Team served 1,700+ local churches in areas such as branding and logo development, social media strategy, promotional outreach items, website services and coaching church leaders. More than 500 Zoom licenses were provided to help local churches stay connected with their congregations as the pandemic continued. They also resourced churches to participate in the #BeUMC campaign with free #BeUMC t-shirts and customized banners.

The team expanded their work in the Philippines, hosting a three-day training event focused on web development, social media strategy and marketing outreach. Two new projects began, which provided directional signage for 44 local churches in the South Africa Conference and 513 local churches in the Zimbabwe Episcopal Area.

Team members also wrote MyCom articles, participated in online trainings and podcasts, and hosted UMCom tables at events and annual conferences to aid church leaders in utilizing marketing outreach to make disciples of Jesus Christ.

**2,891**

Church leaders trained

**1,700+**

Local churches served

**2,584**

Services provided

**500+**

Zoom grants

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