



## **District Conference Report from St. Lawrence District Communications**

It has been a pleasure to serve the St. Lawrence District's communication needs since I came on board last spring. I was initially presented with the challenge of an aging website and a need for improved communication tools and strategies and am happy to report several highlights from this past year:

- We have implemented a brand new website which is streamlined and simple to use. It can be updated with ease and is kept very current with features such as stories and upcoming events.
- We revised our district logo to emphasize our unique place within the larger Alliance family.
- We have implemented a new email and contact system for members of the District Office, making mass messaging more efficient and keeping us all up-to-date with changes in contact information.
- We recently set up online payments – used for the first time for registrants for this District Conference – and this will be a useful tool for future registration for all events.
- Our public Facebook page and internal Facebook group page have been kept active with new content coming from our website.

These accomplishments are to be considered in light of the grander goal of improved communication strategies and structures within the district: to enhance our understanding of the district as a real “family” of churches who can share our events and stories not only for information's sake, but to celebrate what God is doing in Quebec. My hope has been that any new stories shared have been an encouragement, and I hope that continued visibility of these stories will create increased ease in participating in our shared mission together.

I would like to take this opportunity to encourage all of our churches and their delegates to keep encouraging one another to notice, share, and celebrate stories of all kinds. Check in regularly to our website and Facebook pages for material both to encourage you and to pray about.

In other news, my husband Matteo and I are delighted to be welcoming our first child this October. As of the first week of October I will be on a parental leave for a full 8 months. As such, I intend to train another person to take on this role during this time, and look forward to the new gifts that will be brought for the district's ongoing communication needs.

SAINT LAWRENCE  
**DISTRICT**  
SAINT-JEROME



With gratitude,  
Bethany Mortelliti, Communications Manager