

Banner Elk Presbyterian Church Marketing Recap 2023

By Mark File

Working with several committees including Worship and Membership, marketing and communication efforts included both digital and print. Also, “open doors” community events brought many visitors into the church. Below is a sampling of initiatives:

- The BEPC Facebook posts reached 42,500 people during 2023! Several times each week, videos of special music, photos of the life of the church and event promotions were posted. These were shared by many, reaching an audience in many states and several countries. This total is up 31% over last year.
- The 40-page church website was visited by an average of 600 people each month – mostly visitors and out-of-towners looking for church related info. The website and our Google Maps listing are optimized to appear in results of all search engines for added exposure. Special sections include history, missions, preschool and seasonal events.
- Coordination and promotion for church’s 130th Anniversary in July included a special emphasis for each worship service plus many other celebratory events such as a guided hike, after hours ice cream party for BE Chamber of Commerce, Feeding Avery Families service day, picnic, open house for July 4th Parade, church workday and more. International mission fundraiser received \$6,000+ for cookstoves for Guatemala families.
- Updated and reprinted 600 copies of the History Booklet to distribute all year, mostly to visitors.
- Created flyer, sent press release and marketed the Community Good Friday Service.
- Designed Devotional Booklet for Stewardship Campaign.
- Created a “Welcome Banner” for college student move-in and coordinated an “open doors” event with snack table on the lawn for move-in weekend and stocking of the student food pantry.
- Updated and printed the “general” church tri-fold brochure that focuses on our mission outreach. It is stocked in the pew racks.





BANNER ELK PRESBYTERIAN CHURCH
Celebrating 130 Years 1893-2023

July 2023 Fundraiser
Cook Stoves for Guatemala

As part of the 130th Anniversary Celebration at Banner Elk Presbyterian Church, the Missions Committee leads a fundraiser to purchase cook stoves for our neighbors in Guatemala. Our goal is to raise \$5,000 to purchase 25 stoves built and installed by the company Ecomol in Guatemala.

Project administration for the wood-burning stoves is undertaken by the Health Committee of our Presbytery of Western North Carolina and of Sur Occidente in Guatemala. Financial support comes from donations of individuals and churches in our presbytery and from yearly grants from the PWNC Daily Change program. Our sister church, Aica de Noe, is part of the Sur Occidente Presbytery.

These stoves cut carbon emissions by 66%, reduce wood use by 50% and ultimately save lives. In Guatemala, more than half of families rely on open wood fires to cook. This causes the smoke to fill their homes and results in severe health and economic problems.

- Smoke from more than 2 million open cooking fires is the leading cause of death for children under 5 in Guatemala.
- Smoke from open cooking fires kills 8 times more people than malaria and daily cooking is equivalent to mothers and children smoking 3 packs of cigarettes a day.
- Approximately one ton of firewood per person per year is used for cooking and heat. The need for firewood as fuel contributes to deforestation. As a result, deforestation brings soil erosion, loss of animal habitat, and fewer oxygen-producing trees. Due to the high rate of consumption, forests and trees become increasingly scarce, and villagers must travel even further to find wood.
- An average Guatemalan man, woman or child spends 20 hours a week gathering wood. Wood collection takes valuable time that could be spent at work or school.
- Thousands of women and children each year suffer from debilitating burns from their cooking fires.

The churches in Sur Occidente identify communities and families to receive the stoves. To keep costs down, a truckload of stoves arrives 25 at a time.

The stoves are delivered in pieces, often hand-carried to remote areas. They are assembled, and new owners receive training. The stoves are often shared by multiple families.

How to donate? Drop your donation in the offering plate or mail check (marked for "Guatemala Stoves") to the church office by July 31, 2023.
Make checks payable to Banner Elk Presbyterian Church.
Read more: <https://bannerekpresbyterian.org/stoves>




BANNER ELK PRESBYTERIAN CHURCH
Celebrating 130 Years 1893-2023

CELEBRATE WITH US!
130th Anniversary
1893-2023

July 2023 | Celebrate our Past... Cultivate our Future

<p>SUNDAY WORSHIP 9 AM & 11 AM July 23: TEACH Lees-McRae College July 30: REJOICE Old Time Hymn Sing</p> <p>HELPING OUR NEIGHBORS Local: Avery County Collect personal care products for Feeding Avery Families to give to clients picking up food. Bring family size soap, shampoo, lotion, toothpaste, toothbrushes, sunscreen, etc. Drop off at church by Sunday, July 23.</p> <p>Global: Guatemala Special offering to purchase cook stoves for families in Guatemala. Make checks payable to church marked "Guatemala Stoves." Goal: \$5,000 to buy and install 25 stoves.</p>	<p>SPECIAL EVENTS June 30 & July 2: Read, Write & Blue Ridge Variety Show 10:30 PM. Sign in 9 PM. Features 6 mountain dance and music including BEPC choir. Hayes Auditorium. Tickets \$30-\$25. www.eventbrite.com</p> <p>Sat, July 1: Church Workday 9 AM-1 PM. Join the B&G Committee to spruce up outdoors.</p> <p>Tues, July 4: Independence Day Parade 10 AM. Provide water to parade participants in front of church. Walk together in the parade. Wear festive patriotic attire.</p> <p>Fri, July 7: Town History Walking Tour 11 AM-12:30 PM. 1.5-mile guided stroll with fascinating facts. Start at Banner House Museum. \$10/person.</p> <p>Sun, July 9: 130 Cookies & Coffee 9:45-10:45 AM. Hinge between services in Fellowship Hall.</p> <p>Fri, July 14: Banner House Museum Tour 3 PM. Social guided tour including a new exhibit. FREE admission. Tickets appreciated.</p> <p>Sun, July 16: Guided Hike to Desolation Hill 4 PM. Leave from church. 2-mile roundtrip moderate hike led by Janet Speer and El Wilson via Henlock Trail.</p> <p>Thurs, July 20: Evening in the Park! 5 PM. Annual Church Picnic in Tate-Overs Park Pavilion (park at historic school behind fire station). Bring side or dessert. 6:30 PM Concert in the Park & Kid's Park Clean Up.</p> <p>Tues, July 25: Summer Theatre SEPC Night 7 PM. World premiere of "The Dwight Stove" created & directed by our own Dr. Janet Speer. Hayes Auditorium. Tickets: \$10-\$15. Free admission for the theatre.</p> <p>Wed, July 26: Feeding Avery Families Service Morning 9 AM. Meet at their new Operations Center to help stock, pack & distribute food & care products.</p> <p>Event details: Bannerekpresbyterian.org/130th 6/9 of history: Bannerekpresbyterian.org/history</p>
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WITNESSES
GOOD FRIDAY
TENEBRAE SERVICE

April 7, 2023 @ 6 PM

There are a few witnesses to the crucifixion mentioned in the Bible, but what might others have thought? We'll further our journey to understanding through music, the spoken word and the ceremonial darkening of the church. Music provided by the adult choir, soloists and musicians. Original readings written by Dr. Janet Speer with added insight by Rev. Whit Malone.


BANNER ELK PRESBYTERIAN CHURCH
PCUSA-A Congregation

420 College Drive SW, Banner Elk, NC
www.bannerekpresbyterian.org

High Country Press

Kirkin' O' the Tartans Service Returns at Banner Elk Presbyterian Church

Published: Monday, June 12, 2023 at 8:09 am
Updated: Monday, June 12, 2023 at 8:09 am



BANNER ELK, NC – The community is invited to the 19th Annual Kirkin' O' the Tartans worship service at Banner Elk Presbyterian Church on Sunday, June 25, at 11 a.m. "Kirkin'" is Scottish for church. On this day, the congregation celebrates the church's Scottish heritage by participating in this Scottish-American tradition. This blessing of the tartans honor both local and church heritage

- Sent press releases to Avery Journal, Mountain Times and HCPress, including Kirkin' O' the Tartans, Chamber Open House and 130th events.
- Promotion of the Advent Season included:



- Postcard (printed 500) with services and events
- Flyer for Breakfast with Santa
- Heavy promotion of the Community Carol Sing with flyers, press release, Facebook promotion, banner, and posters hung throughout town. Approximately 75% of the 225 attendees were visitors.
- Special online promotion of Christmas Eve service resulted in an overflow crowd of 300+ with 80% visitors.



Join us for Advent & Christmas 2023!

Sundays

Dec 3 @ 11 AM:
Advent 1 — Hope

Dec 10 @ 11 AM:
Advent 2 — Peace

Dec 17 @ 11 AM:
Advent 3 — Joy | Lessons & Carols

Dec 24 @ 11 AM & 5 PM:
Advent 4 — Love | Christmas Eve Services

Dec 31 @ 11 AM:
1st Sunday of Christmas

Advent Sermon Series:
"One Story, Four Gospels"

Dec 3, 10, 17 @ 9:30 AM:
Sunday School "Faithful Joseph"



Saturday, December 2

"A Small Town Christmas"

8:30 AM: Breakfast with Santa
Preschool Fundraiser

3 PM: Community Carol Sing



**BANNER ELK
PRESBYTERIAN CHURCH**
420 College Drive SW, Banner Elk
BannerElkPresbyterian.org/Advent

- Partnered with both the Banner Elk and Avery County Chamber of Commerce to promote special events at the church.
- Additional communications from the church office to members:
 - "Press-Byterian Weekly" emailed to 386 addresses.
 - "Press-Byterian" printed newsletter mailed the first of each month.
 - The weekly audio devotional podcast "Your Pastor's Voice" on Buzzsprout: 46 episodes in 2023 with 4,185 downloads in 11 countries

COMMUNITY CAROL SING

Banner Elk Presbyterian Church
December 2, 2023 at 3 PM



FREE ADMISSION

All are invited to a festive sing-along of familiar Christmas songs. The 45-minute casual program includes favorites for all ages—from *Let It Snow* to *Joy to the World*. Also enjoy talented soloists and musicians.



**BANNER ELK
PRESBYTERIAN CHURCH**

420 College Dr. SW, Banner Elk
www.bannerelkpresbyterian.org/carol-sing





BREAKFAST WITH SANTA

December 2, 2023
8:30-10:00AM

Families with kids of all ages are invited to enjoy pancakes, bacon, fruit, hot chocolate and coffee while visiting with Santa Claus and his Christmas elves. This festive event is a fundraiser for the Banner Elk Presbyterian Preschool. Admission by cash or check donation. No reservations required.



Banner Elk Presbyterian Church
King Fellowship Hall
420 College Dr. SW, Banner Elk
(rear entrance)

An event of A Small Town Christmas. See schedule at BannerElk.org