

May 6, 2015

# the SPIRE



Celebrating  
**190**  
years



Congratulations to our Graduates!  
See inside for pictures and more information about our grads.



Awakening, Traditional and African worship services are coming together for Combined Worship on Sunday, **May 24** at 11:15 am.

Sunday morning small groups will take place as normal.

## Business Meeting

Church Wide Business Meeting & Breakfast  
Sunday, **May 17** at 10:15 am (in lieu of small group hour) in the Fellowship Hall.



Odyssey will present their season finale concert, American Soundscape, at First Baptist on Friday, **May 8** at 7:00 pm. This exciting, all-American program features Corigliano's 'Chiascuro' for two pianos and more. Join our performers for a post-concert reception.







## CommunityNews



On May 17 at 10:15, over breakfast, we will have our annual business meeting where we talk about how our endowment monies will be allocated. Just as a reminder, our budget dollars, which you pledge and give to each year, go toward operating expenses like utilities, facility upkeep, ministry programs and personnel. In addition, here at First Baptist, we are blessed to have an endowment that allows us to dream big and do projects beyond what our budget could sustain. One of the areas that the endowment has funded the last few years is our Telling Team. I want to specifically address the Telling Team's endowment request because it seems to be the one that gets the most questions each year! Questions usually emerge about whether or not the church should spend money on marketing.

Corporate America long ago recognized the connection between marketing and evangelism. In the 1980's, Apple Computer came up with a new term for their marketing team; they called them "Apple Evangelist." These were people who were convinced that every person in the world needed an Apple computer and their job was to persuade people to come to that same conclusion. Marketing, as it relates to the church, is the effort that we make to persuade others of their need for the community that we have to offer here at First Baptist and subsequently, the need they have for Christ! It is a form of evangelism.

For many years, First Baptist had no plan for marketing, no specific strategy for getting the word out about our church. Marketing was done in fits and starts. Research says it is more cost effective and the impact is greater if we spend a consistent amount over many years, verses spending a large amount one year, and then cutting back to almost nothing the next. Having a consistent, strategic marking plan is essential to helping our church grow. You can spread the word about First Baptist, evangelize, the people within your spear of influence but what about the 40% of our local population that leaves and returns each year, or arrives here for the first time. Many of them will be looking for a church. How will they hear about us if we don't get the word out?

The Telling Team has been working on our marketing plan in phases. Phase one was re-branding our logo, website, the Spire, and outdoor signage. It is time to start phase two, targeting. To accomplish this the Telling Team is planning a direct mail campaign targeting 3,000 households with multiple print pieces over the course of the next year. In addition, we are planning to create 6 print pieces highlighting individual ministry areas in our church like the youth ministry and our music ministry. Why is this important? Last year, a young family with two children visited Awakening for several Sundays. After worship, the mom came up to me and asked about our Children's Ministry. I tried to explain the nursery, First Kids and extended session to her, but the whole time her son was pulling on her leg. What I needed, at that moment, was a print piece about our Children's Ministry to hand to her but we didn't have one. If visitors are seeking information about specific areas (nursery, or ministry) we can hand them specialized print information.

First Baptist is a great church. Let's get the word out by consistently and strategically spending money on marketing and communication. In addition, you can do your part by talking with your friends, neighbors and colleagues about First Baptist, by extending a warm welcome to people who visit our church, and by getting to know the people who are new to First Baptist and helping them become a part of the family.

*Cara McIntyre*

## Office Hours

The church office will be **closed on Friday, May 8 and Friday, May 15**. Church member Cheryl Brewer will be volunteering in the office Monday, May 11 – Thursday, May 14 from 9:00 am - 4:00 pm while Madison Reynolds, Administrative Assistant, is on vacation. Please note that the office is closed for lunch daily from 12:00 pm - 1:00 pm.

## Child Development Center News

The week of **May 4-8** is "Teacher Appreciation Week!" We would like to invite First Baptist Church to partner with Child Development Center (CDC) families to show our appreciation of the CDC teachers and staff. We are having a Food Drive in their honor. Containers will be placed in the hallways during the week and on Sunday so you may donate non-perishable items that are labeled and sealed.

## Congratulations to Our Graduates!

### Meridith Green



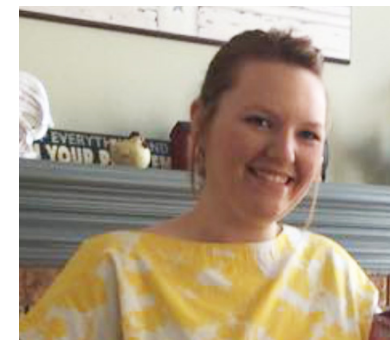
Meridith is graduating with a Bachelor of Science in ASL-English Interpretation from William Woods University. It is a one year accelerated program that she completed online, save for the internship which she completed here in the community.

### Lexie Kieffer



Lexie is graduating from Hickman High School. She will be attending Belmont University in Nashville, Tennessee in the fall. She plans to major in Social Work and possibly study abroad as a precursor to joining the Peace Corps.

### Megan Thompson



Megan, daughter of Mick and Kristy Thompson, will graduate from the University of Missouri with a BA in English. She is considering grad school or med school.

### Nick Smith



Nick, son of Berk and Joan Smith, will graduate from the University of Missouri with a Masters of Science in Electrical Engineering. His future plans are "in God's hands."

### Chelsea Wells



Chelsea will complete her coursework with honors at Drury University in May for her Music Therapy degree program. She will be starting an internship in September at Advocate Hope Children's hospital in Chicago to complete her degree requirements.

### Ashton Wells



Ashton will graduate with honors from Central Baptist Theological Seminary with a Masters of Divinity degree on Saturday, May 16.

### Chandler Wyatt



Chandler will graduate from Rock Bridge High School. He will attend University of Missouri - Columbia. He had not yet declared a major.





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Ministerial Staff:

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**Michael McEntyre**, Associate Pastor  
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**Marsha Randell**, Dir. of Children's Ministry  
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**Nene Peter**, African Minister  
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**Rubin Byishimo**, African Worship Leader  
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Music Staff:

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**Alex Bennett**, Awakening Worship Coor.  
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Child Development Center:

**Debra Riley**, CDC Director  
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Support Staff:

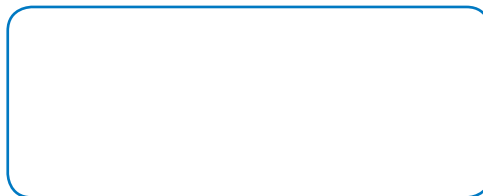
**Madison Reynolds**, Administrative Assistant  
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**Brenda Rice**, Project Coordinator  
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**Glenn Owings**, Custodian

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## Vacation Bible School 2015



**Mark your calendars for excitement!**

Two evenings: **June 11 & 12**  
6:00 pm - 8:00 pm.

Two mornings: **June 13 & 14**  
9:15 am - 12:15 pm.

For ages 4 to 5th grade. Register early to receive a free t-shirt! Nursery care is provided for volunteers' children, birth to age 3.

## Annual Church Picnic at the Twin Lakes Pavilion: June 6 – 3 pm

Everyone is welcome to join us for games, fishing, biking, walking, running, and playing!

Dinner will be served at 5 pm. Main dish (fried chicken), drinks, and place settings will be provided. Please bring food enough for 12, according to the first letter of your last name:

**A-G Veggies**  
**H-S Side Dishes**  
**T-Z Desserts**

Don't forget the "Pepto Bismol" men's bake-off and auction for missions!

Come de-throne the reigning World Champion egg toss team of Chandler Wyatt and Michael McEntyre!



*Pictured Above:  
Enjoying the egg-toss at  
the 2014 picnic.*