

## COMMUNICATIONS TEAM

John Kyle, Director

### Pivot

Pivot became one of the most frequently used words of 2020. Due to the changing nature of the pandemic, we went from “all systems go” in January to lockdowns and quarantines in March, and finally a gradual lessening of restrictions as the year progressed. In 2020, you didn’t pivot just once. Pivoting became the norm as we attempted to prayerfully discern what God would have us do during what certainly was the most tumultuous year in recent memory.

We pivoted in WHAT we communicated.

Events were cancelled. Churches and individuals had to be informed. Information relating to the pandemic was regularly compiled, released, and updated. Resources designed to assist churches in navigating regulations, procedures, assistance, and practices were posted.

We pivoted in HOW we communicated.

Due to COVID, almost everything communicated had to be done via the website and social media. With the exception of the PPP (Payroll Protection Program), there was little to no regular mail or correspondence distributed.

In collaboration with our I.T. team, we utilized Zoom and GoToWebinar® software to virtually gather groups to communicate, encourage, and pray for one another. Some of the virtual events included:

- Small/Medium/Large church webinars dealing with the pandemic
- Statewide online prayer meeting
- Encourage webinars for pastors and pastors’ wives
- Digital ReGroup Sunday School and Small Group training

This online communication was particularly helpful when the hurricanes hit in late August and September.

We pivoted in WHEN we communicated.

Pandemics and hurricanes don’t keep regular office hours. Working remotely, the Communications Team posted and updated information as soon as it was received to assist churches and individuals looking for information and assistance. It was not unusual to post several times a day in an effort to keep the information current.

We also pivoted relating to our efforts to seed God’s truth in every heart and every home via *Here for You*, our multi-media evangelistic outreach. COVID-related commercials were created, aired, and posted resulting in touching 95% of TV households across the state. Those commercials can be viewed by visiting [HereforYou.org](https://www.HereforYou.org) and clicking on Videos. In addition,

more than 224,000 people were reached each month via social media and streaming services and our partnership with the Billy Graham Evangelistic Association saw 1,273 people indicate a decision for Christ!

What do these numbers mean? They indicate the seeds of God's truth were scattered in hearts and homes across the state – even during a pandemic! God promises that “some” of those seeds find good soil and the return on those seeds is 30, 60, up to 100 times more than what was scattered, (Matthew 13:3-9).

Visit [LouisianaBaptists.org/hereforyou](https://LouisianaBaptists.org/hereforyou) and enter, luke1423 to see how your church can connect with *Here for You*.

Keep current on opportunities by following Louisiana Baptists on Facebook (@LouisianaBaptists), Twitter (@LaBaptists) and Instagram (labaptists) and regularly visit [LouisianaBaptists.org](https://LouisianaBaptists.org) for resources and updates. You can also sign up to receive a weekly e-newsletter.

It is our prayer that you were blessed, encouraged, and assisted by these efforts. Thank you for your patience and encouragement amidst all the pivoting of 2020.