



WEEKLY GOOD NEWS EMAIL
First Congregational Church of Hanover, Massachusetts
An Open and Affirming Church of the United Church of Christ
from Pastor Peter Johnston
rev.peter@fcchanover.org

NOVEMBER 28, 2021
FIRST SUNDAY IN ADVENT
SCRIPTURE READING: Isaiah 9:2-7
SERMON

Covid and the Delta variant are very much with us. Masks are expected for services in the church building until further notice. Masks will be available when you enter the sanctuary.



Link to the church YouTube home page for the most recent Sunday service
<https://www.youtube.com/channel/UCGOZdozbwMp1qbJeHbwAaA>



FACEBOOK PAGE UPDATE

As most of you know, our church has an active Facebook Page. If you have not checked it out, the link is [First Congregational Church of Hanover | Facebook](https://www.facebook.com/FirstCongregationalChurchHanover) (@FirstCongregationalChurchHanover if already on Facebook). Please click "Like" and "Follow Us" on our Facebook page so that you will get notice of our postings.

As "fun facts", here are some recent 30-day metrics from our FCC of Hanover Page:

- We have 322 "Likes".
- We reached 4,478 unique individuals over the 30-day period. This was helped by large numbers of views for Laura's Country Fair and the Press Release about Reverend Johnston's arrival as our new Pastor. The PR was widely shared and received over 2,000 views.
- 70% of our Facebook views are from women.
- 74% of our Facebook views are from people over 45 years old. Our largest segment of Facebook views is the "over 65 years of age" group (27%).
- Younger people make up less than 10% of our views and we have to work to build more engagement with this important demographic.
- 52% of our views are from Hanover and surrounding towns (27% from Hanover and 25% from surrounding towns).

- We do advertise, but selectively. For example, a \$15 Facebook Ad Buy (called a "Boost") for Laura's Country Fair garnered 1,100 views for a per view cost of \$0.31.

The best way for our news to reach the community is for you to Share our posts to your personal Facebook page and with other groups (such as "Hanover Connect", "Rockland Connect" or "02339"). This is all additional no-cost exposure for FCC of Hanover.

We want our FCC of Hanover Facebook Page to best inform you about the church happenings and to provide you with meaningful content. If you have suggestions for content type or have specific postings you would like to show on our church Facebook Page, please forward this information to the Church Office (office@fcchanover.org) or Jim Hoyes (jeh6@icloud.com). If possible, include a picture or graphic as these posts get the best number of views and reach numbers.

BRING CHEER TO THOSE IN NEED AT CHRISTMAS

We are collecting gift cards for the Hanover VNA to distribute to those in need at Christmas. You may give them to Karen Tripp on Sunday or drop them off at the church office. **Cards for Christmas will be delivered to the VNA on Wednesday, December 8.**



OH COME ALL YE FAITHFUL! The Christmas Pageant is coming! Please contact Kate Gilligan, katgilligan@gmail.com by 11/21/2021 if your child is interested in participating.

VOLUNTEERS DESPERATELY NEEDED FOR 2022

As we build towards our 2022 Annual Church Meeting, we will need to repopulate and fill open committee positions in our church. Due to the pandemic, during 2020-2021 the number of volunteers for our committees has dropped. Plus, several committees have a significant number of new vacancies coming up for 2022 due to term limits. We also see many different committees staffed by the same group of members and "burn out" is a looming issue. We need more engaged volunteers in order to continue to do God's work and even expand our presence in the local community. I am asking for your help in filling our committees for 2022.



I will be building out the 2022 Nominating Report and reaching out for volunteers in the coming weeks. Please reflect on how you might make a contribution by volunteering some time and talent in support of our church. This is especially important as we build upon the energy of Reverend Peter's new leadership to increase our impact in Hanover and surrounding South Shore communities.

Key groups requiring new volunteers are the Board of Trustees (4 people), and the Diaconate (2-3 people), Flower (at least 3 people), Finance (3 people) and Stewardship (3 people) committees. Other committees are short staffed too and I am gathering more information from others so we can review the Nominating Report status at the December Church Cabinet Meeting.

As you reflect on volunteering opportunities, committees usually meet once a month and there is often an online Zoom participation option. Time commitments are 1-2 hours for the meeting, plus some pre-meeting preparation time. In addition to completing the assigned purpose of the committee, the opportunity for fellowship, relationship building and faith-based actions abounds and can be very satisfying.

Thank you for considering a committee role in 2022. I will be in touch.

Faithfully yours,
Jim Hoyes - Vice Moderator

HIGHLIGHTS OF STEWARDSHIP LUNCHEON NOVEMBER 21



