

Technology Admin and Webmaster Annual Report for 2022

This year and the past few have seen tremendous change and vision for National Via de Cristo as a movement and entity.

In 2020 I received an email, calling for people to serve and help NLS in technology and communications.

I attended Indian River VdC weekend #69 and sat at the Table of Mark. Before that weekend, I had never felt how much God really loved me. And that is saying a lot, as I've had a life of service in many groups of faith, non-profits, and ministries.

I responded to Brian with, "Hineni", "Here I am", which is how both Moses and a young Samuel replied when God called to them. I think it's the only response we can have, when God calls out to us—and for me, that email was a calling.

Two years prior I was working with an amazing ministry called One for Israel—a group of native Israeli's that is sharing the Gospel to Jews and Arabs in Hebrew, using the internet and video with over 100 million views. This work is to me, prophecy being fulfilled—and a mission that's as dear to me as it was Paul.

<https://www.oneforisrael.org/bible-based-teaching-from-israel/hineni-here-i-am-send-me/>

I met Brian, Amanda, and Wendy and we took a good strategic look at how our organization communicates with each other, our secretariats, and all the volunteers who make up this amazing group. I saw a clear path to modernizing how we communicate.

Social Media | Facebook

In 2020 and 2021 we rebuilt our Facebook—and today we are reaching 1,500 people a month, with prayers, and we've only really begun. In fact, prayers are our only continuous content that we post daily on the channel. I can see more kinds of outreach in the future and look forward to growing our reach with not only Facebook, but other social media channels.

<https://www.facebook.com/viade Cristo>

Continues...

2022 Via De Cristo | NLS Annual Gathering Business Meeting Agenda

Social Media, and Facebook in general, is not just a place to share family photos. It's a 2 way communication channel, and we've only begun to build it.

The screenshot shows a Facebook post from the page 'Via de Cristo', published by Eric Needle on June 27 at 9:00 AM. The post text is a prayer: 'Merciful and forgiving God, fill us with your loving Spirit so that we may be cleansed from any personal spite and hard feelings toward others. May your peace descend to people of all races and creeds like a dove and change the hearts of those who are angry, hurt, or holding grudges, so that we all will love others, even those who we find it difficult to love. Lead us to be instruments of your grace and peace. We pray in the name of our Lord and Savior Jesus Christ. Amen'. Below the text, engagement statistics are shown: 434 People reached, 69 Engagements, and a +1.3x higher Distribution score. A 'Boost post' button is visible. The post is liked by 'You and 25 others', with 2 comments and 5 shares. Interaction buttons for 'Like', 'Comment', and 'Share' are present. A comment section shows a 'Comment as Via de Cristo' option and a comment from Cindy Pringle saying 'Amen', which has 2w (two weeks) ago. A green arrow points to the 'Comment as Via de Cristo' option.

In the future, I hope to grow how people respond, to more than an Amen. And once we do, our users will really be replying to us. Things like polls, articles, devotions, and even video and webinars are great simple ways to share information.

To accomplish this, we need people like you to help us spread the word through this tool.

As well, I'd like to form a group of all the secretariats, people who manage social media, so we can collaborate, work together, teach, and grow.

Continues...

2022 Via De Cristo | NLS Annual Gathering Business Meeting Agenda

Facebook provides insight into what our users are doing and how they respond. This shows how many people see and engage with our posts.

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/30/2022 9:00 AM	 God our Father, thank you for choosing each of us to serve as a			401 	7 48 	Boost post
06/29/2022 5:35 PM	 The deadline to register to attend the Annual Gathering in person is This			95 	1 3 	Boost post
06/29/2022 9:00 AM	 Gracious and loving God, your kingdom is founded on your truth and			400 	8 39 	Boost post
06/28/2022 9:02 AM	 Lord God of the universe, we give you thanks and praise for this new			308 	2 26 	Boost post
06/27/2022 9:00 AM	 Merciful and forgiving God, fill us with your loving Spirit so that we may be			434 	17 52 	Boost post
06/26/2022 9:00 AM	 Gracious and loving Father, as we read and hear your Word this day,			247 	5 24 	Boost post
06/25/2022 9:00 AM	 Almighty and merciful God, you are able to make all things new and			393 	12 42 	Boost post
06/24/2022 9:00 AM	 God, our Father, we lift our prayers to you this day to give all our cares,			440 	17 45 	Boost post
06/23/2022 9:00 AM	 Loving God, may our hearts and minds be drawn closer to you this			201 	6 34 	Boost post
06/22/2022 9:00 AM	 Lord, make us instruments of your grace and peace. Give us the			385 	1 36 	Boost post
06/21/2022 9:00 AM	 Gracious God, thank you for loving all humanity who you created in your			499 	9 55 	Boost post
06/20/2022	 O most loving Father, you want us to			379 	12 -- 	Boost post

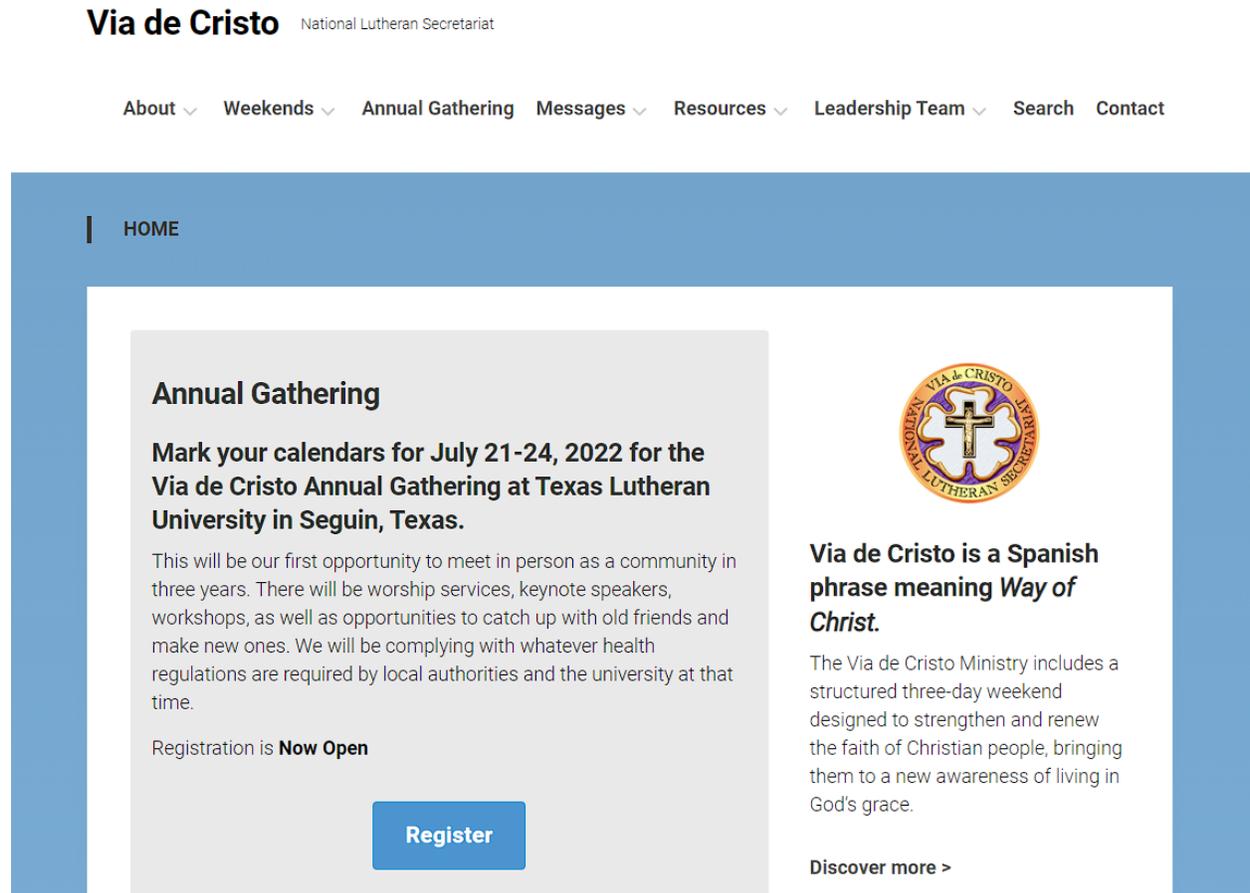
If you want to learn more about helping on social media, the please contact Eric at webmaster@viadecristo.org

Continues...

Websites

In 2021-22 we built a new website.

<https://viadecristo.org/>



The screenshot shows the homepage of the Via de Cristo website. At the top, the logo "Via de Cristo" is followed by "National Lutheran Secretariat". A navigation menu includes "About", "Weekends", "Annual Gathering", "Messages", "Resources", "Leadership Team", "Search", and "Contact". The main content area features a blue header with "HOME" and a central announcement for the "Annual Gathering" on July 21-24, 2022, at Texas Lutheran University in Seguin, Texas. A "Register" button is prominently displayed. To the right, there is a circular logo with a cross and the text "VIA & CRISTO" and "NATIONAL LUTHERAN SECRETARIAT". Below the logo, text explains that "Via de Cristo is a Spanish phrase meaning Way of Christ" and describes the ministry's structured three-day weekend. A "Discover more >" link is also present.

I appreciate everyone's patience as we transitioned from old to new.

Our focus was not to make a pretty website, but a highly functional one.

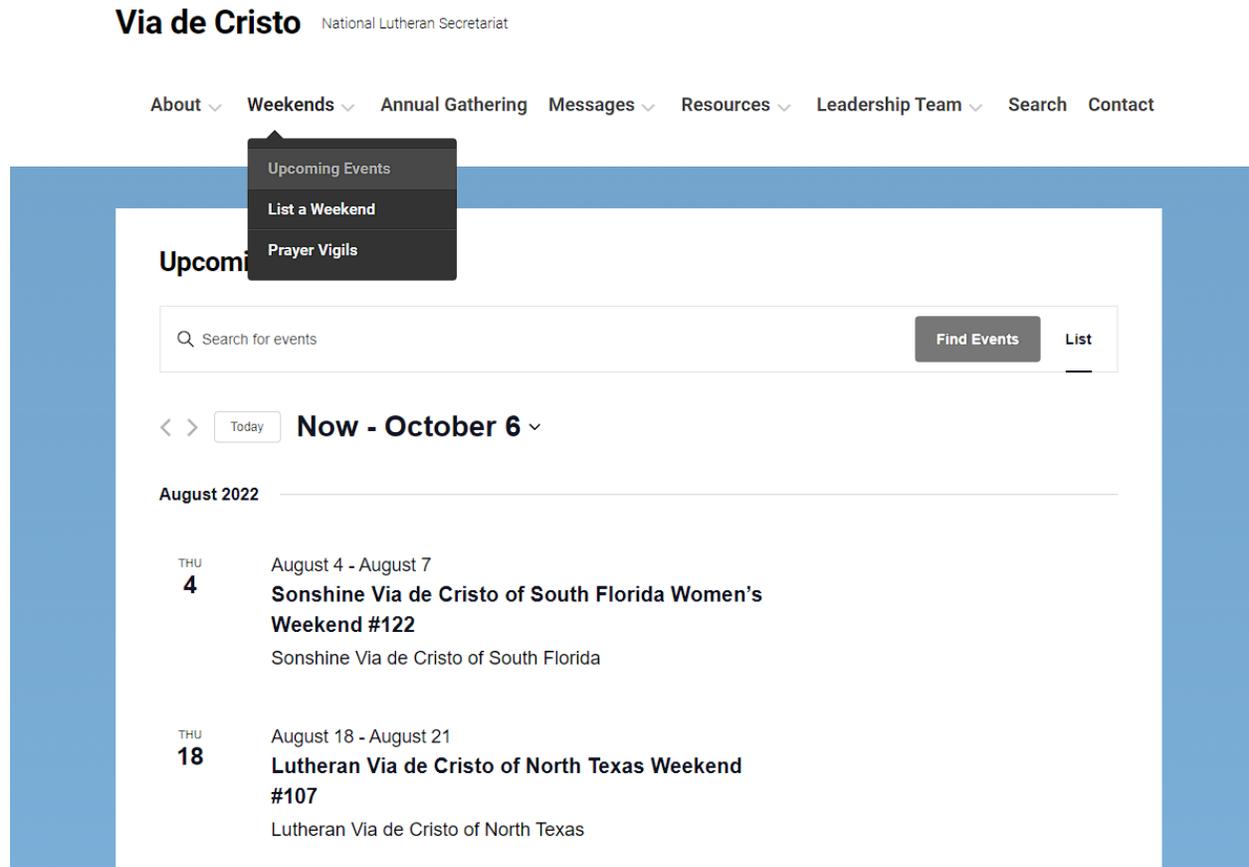
For starters, it is a mobile-first design. That means it is meant to work on your phone as well as your desktop.

It's design is simple on purpose, so we can deliver speed and performance. My intent is that the site will slowly grow and improve, continually. With more people making the site better over time. The site is the foundation.

Continues...

List your Weekend

We added **Events**, so we can share everyone's Weekends, Ultreyas, and Vigils.



Learning as we go, we'll keep refining the process over time. We appreciate everyone who's shared their events.

I know for me, I'm able to pray over each of these, in one place, and love that in that little way, I can feel connected to all of you, and the Spirit that inspires us.

I love this section because it's what National Via de Cristo should be doing, sharing what's happening with each secretariat is. I hope that we'll inspire each other.

Continues...

Videos

I'm excited with our board, in that, you all quickly learned how to create and share video. It's amazing what we can with just Zoom or Google Meet.

Look how exciting our home page got, when we added simple, wonderful videos about Lent and promotion for the Annual Gathering. The idea of a virtual gathering seemed so hard, but in just a few years, it's now a lot easier.

And the next step is to turn a zoom call, into a webinar, so many more can see how Via de Cristo works and collaborate on it's management and delivery for the future.

Words of Encouragement

After several years apart, the Via de Cristo movement is getting excited about the National Annual Gathering. Listen in, feel the excitement, and consider attending—Embrazió!



Annual Gathering with Jane Winge
March 30, 2022

Jane Winge is our NLS Vice President of Administration and she's got so much to share about the National Annual Gathering this summer.



Annual Gathering with John, Jane, and Brian
March 29, 2022

Listen in as NLS President John Acin, Executive Director Brian Schwartz, and Vice President of Administration Jane Winge get excited about the upcoming AG.



Annual Gathering with Jim Ryan
March 15, 2022

Jim Ryan, NLS Treasurer, talks about the July Annual Gathering.

Lenten Meditations

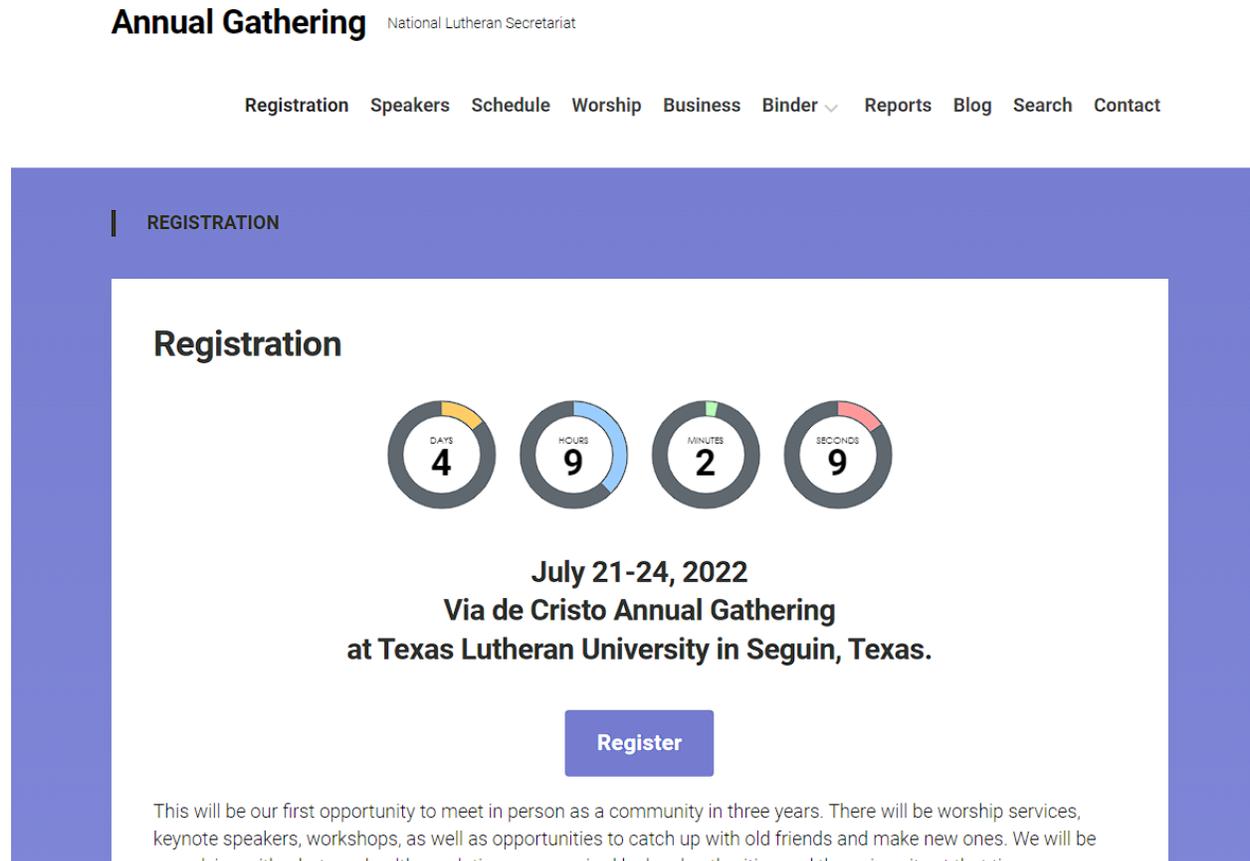
.As we enter into the season of Lent, the members of your Executive Committee share some of their Lenten practices – the ways we draw closer to the Lord during this important season. We hope these messages will help you reflect on your own practices and that you will find joy and peace in your walk with Christ this Lent.



Continues...

Annual Gathering Website

Next, we built a site for the Annual Gathering, cloning our new site, and filling with with content for the AG at <https://annualgathering.viadecristo.org/>



And note how we navigate between the two sites, with the footer at the bottom of each.

©2022 National Lutheran Secretariat. All Rights Reserved.



One more page....

Admin Stuff

Technology Admin and Webmaster roles are strategic and we're doing much behind the scenes. We've replaced our old Web Host, with new hosting by Pair.com, a company I've used since 2001. In addition to costing less, it's much easier to create new sites, manage email addresses, and provide security and maintenance for this and future web properties.

Recruiting

Years ago, my wife and I rescued a Cub Scout pack in decline. I was CC and Eileen was the Charter Org Rep with our church. What we learned was that when we did recruitment, we had to tell ALL the parents, that they needed to be leaders. Year one, we floundered, but in year 2, when we convinced parents that they could not be spectators, everything changed.

In the end, we saved our pack, and grew it to 60 kids, just in time to celebrate 50 years of supporting scouting. Via de Cristo should always be recruiting, so gather your friends

Calling all Webmasters!

I have a dream, an idea for the future. I'd love anyone who manages a Via de Cristo site—and anyone who is interested in learning how, or managing their sites in the future, to work together.

I will be communicating at Annual Gathering and reaching out over the coming year, to build a group, a resource, and a place where we can all help each other. More info coming soon.

Thank you for the opportunity to serve NLS VdC.

Please reach out to me, connect via social media, and respond with a Yes, when you are called to help your group use digital media for Kingdom work, such as this.

Eric Needle
Webmaster
webmaster@viadecristo.org
e@longbow.net

Connect via LinkedIn
<https://www.linkedin.com/in/ericneedle/>

