

2024 Communications Coordinator and the Communications Team Annual Report

Looking back at this past year:

2023 was a year of continuing to expand and explore how the communications role can most benefit the Via de Cristo movement. The Executive Committee re-organized a bit and moved the Coordinator role to a Director role. We are still working to define the role as we move forward.



This team consists of:

- Amanda Hunter, who leads the team as Communications Director
- Heather Muga, who is managing the Facebook Page

This past year, we have:

- Continued sending out emails using our Constant Contacts Account as we were asked to do so
- Utilized the Facebook page as we have in the past (daily prayers and such) as well as dipped our toes into using it in new ways too. Is there any content you'd like to see more of? If you haven't, please follow us at <https://www.facebook.com/viadecristo>
- Continued to distribute *Conexiones* on a quarterly basis. Just a reminder *Conexiones* comes out in the months of March, June, September, and December. There will also be a special Annual Gathering edition each day of the Annual Gathering.
- We've added a section to *Conexiones* titled Faith Corner and are looking for people to share their Faith Journeys, God Moment, Inspiration, etc. If you have something to share, please send it to newsletter@viadecristo.com.

The one thing I continue to cherish/learn is:

Open communication is critical in creating, maintaining and growing relationships. But we must all communicate with the guidance of the Lord and in the spirit of kindness, compassion and love.

Looking ahead to this year:

Over the next year the Communications team is looking forward to continuing to building a robust communication plan so that everyone can stay informed. We will continue to find new and fun ways to use our FaceBook page so it can be a tool for the Via de Cristo community. *Conexiones* will continue to be a quarterly newsletter, with special daily editions for the Annual Gathering in 2024. We are hoping that the community will help us by providing regional updates to include in *Conexiones*.

We are also looking for more people to help with Facebook, *Conexiones* and other email requests. Please let us know if you are interested.

God loves you and so do I,
Amanda Hunter
NLS Communications Director
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