

## 2021 Executive Director's Annual Report

God's peace and blessings to you all!! Last year I came to you with 3 key things that I felt we needed to focus on for the year. I want to come to you today with my scorecard on those items to hold me accountable on what has been done and give you my thoughts going forward. I still believe these are the 3 areas of focus for me in the Executive Director Role. There may be some changes with the new leadership coming on the Executive Committee next year, but I believe in my prayer and discernment that there is more work to do in these areas.



**Bridge Building:** Last year I came to you with bridge building being a key place to focus my efforts in, with **communication** being at the forefront. We successfully launched our new **Communications team**, with **Amanda Hunter** being our Communications Leader, **Eric Needle** as our social media expert, and **Steve Kipp** as our Newsletter Editor. Expanding that team and utilizing the vast expertise we have in our 4<sup>th</sup> day community I believe is paying big dividends, and I hope you are feeling that. We launched a new Facebook page earlier this month, which is enhancing our ability to communicate amongst each other, and is becoming a big bridge for us. We will continue to improve our communications offerings over the coming year...with one of the bigger focuses being expanding our reach. Our capability to reach everyone in the 4<sup>th</sup> day community is there, we need to be intentional about connecting. We need more focus on improved email communications, updating our mailing list, linking up secretariat Facebook pages, and getting them coming to our beautiful new website hub that **Rick Hanzlik** and team launched earlier this year. If you have thoughts on this or want to help, please contact me directly.

**Fourth Day Living:** I believe that God gave us this opportunity, and I didn't do enough to encourage this in our community. I need to do better for our ministry in the coming year...and promise to do that. It comes down to a focus on providing better tools for 4<sup>th</sup> day living and connecting more people to messaging which I can work with the Communications team. I will also do a better job of being more consistent on the **Executive Directors Corner** posting to encourage and be more of a presence on Facebook as well.

**Making a friend, Being a friend, Bringing more friends to Christ:** On this one, the focus for me changed as we began to emerge out of the Covid lockdown. I spoke to you about **sponsorship**, and the need to prepare to sponsor...but during the year it became clear that the focus needed to be on setting up safe weekends so we can get back to the business of making a friend and bringing them to Christ. We started a quarterly review with the Leadership of the secretariats to understand what help is needed and provide ideas and things that can be adopted to help in that regard. There are many secretariats preparing to launch weekends in the Fall, and that is both challenging and exciting. Be confident that we are working across the entire ministry with ideas and ways to support each other and come back with a laser focus on God's mission field. I feel the momentum building and I firmly believe we will have people come out in record numbers to support our weekends coming up. Sponsorship is very important, and should be a focus of all of us, but right now my prayer and discernment tell me my focus should be helping to get the weekends set up. Please reach out and let me know if you disagree.

Our Heavenly Father is bringing us a new season, a season of opening, connecting, and loving in His name. There is a lot of work that He has for us to do, and I look forward to partnering with you, the Executive Committee and Standing Committees to get that done. You and our ministry are in my

prayers and my focus as I do my best to discern our needs. If you have any thoughts, do not hesitate to reach out to me directly.

In His service,

Brian Schwarz

[executivedir@viadecristo.org](mailto:executivedir@viadecristo.org)