



October 1, 2017

The Rocky Mountain American Baptist

A Newsletter of the American Baptist Churches in the Rocky Mountain Region

Small Churches CAN Have a Large Voice

In high school, when we would cheer for our sports teams, it felt like I was the smallest person in the cheering section with the loudest voice.

FACT: THE SIZE OF THE BODY REALLY DOESN'T HAVE ANYTHING TO DO WITH THE SIZE OF THE VOICE.

Is that the same for a church body? Can a small church have a loud voice? Absolutely! The size of your congregation shouldn't correspond with the loudness of your message. We all have the Gospel to share, and God empowers it to be heard by using us.

Most churches in America are less than 100 in attendance on Sunday. But it seems that the top 2% (1000+ attendance) get's the loudest presence. Yes, we know there are more people in large congregations to help spread the message. Plus they have larger budgets; but we can learn from them and communicate effectively even when our church body is small. Here's how:

1. **Unify Your Thread.** If the general theme of your messaging is similar every time you speak (using similar keywords), people will take notice more than they would if you have something different to say all the time. This doesn't mean monotonous repetition of the same thing. Be creative and have different stories connect to the same communication thread. Search engines will also love you and deliver your website when people are searching for your thread. Singing in unison always reaches farther and feels louder than singing in harmony.
2. **Simplify Your Website.** Most small church websites are more complex than large church websites. Stop trying to say more since people want to read less. Instead simplify your website organization and streamline your pages to deliver just the facts that someone is looking for. Use video and pictures to speak thousands of words. Ensure your service times, map links, and brand promise are all on the home page. And a quick way to get to upcoming events, visitor page, and about page.
3. **Create Your Volunteer Ministry.** Get some help from the congregation! Good ministry is helping others do great things in unity. Look to see who has the largest social media presence and ask them to help your church have it too. Get together and dream big. Keep expanding the team while always maintaining a similar voice as it gets louder.
4. **Automate Your Messaging.** Use programs like Hootsuite for planning and posting social media. Consider marketing automation software (like Infusion-



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Gathering Pictures



Members of FBC blessed us with a special "Cajun Boil" on Friday night. The meal of potatoes, corn on the cob, sausage, shrimp and lots of crab legs was served in a big tent next to the church. The hot and delicious food was served in the middle of the tables. Lots of fun! We could even see the football stadium from the tent and even enjoyed the pre-game fireworks display!



First Baptist Church Ribbon Cutting on Thursday, September 28th



Clergy Appreciation Dinner at the Country Steak Out Restaurant – Photographer, Ken Jenkins shares his photographs and inspirational thoughts.



Pack Your Bags for Missions raised \$1,760 for Juan and Denise Aragon, new missionaries to Chiapas, Mexico. A live auctioneer encouraged competitive bidding and added to the excitement. It was such a success it is destined to become an annual event.



FBC Fort Morgan volunteers — an awesome, amazing group!!

soft, Sharpspring, Hubspot, etc.) for creating campaigns to reach your community.

FACT: VOICES ARE HEARD MORE WHEN THEY'RE SPEAKING THE LANGUAGE OF THE COMMUNITY.

Get to know your community on an intimate basis. The more you speak solutions, benefits, and paths to goals to meet the community's needs, the more your voice will feel louder.

To view this article online, click [here](#).

Mark MacDonald

*Senior Brand Strategist, Creative Director, Blogger
[BeKnownForSomething](#) [PinPointCreative](#)*

Originally published at [BeKnownForSomething.com](#) (who holds the copyright); an organization dedicated to effective church communications while helping individuals and ministries become known for some-

Chapel Car Bible Church



This crew at Chapel Car Bible Church recently found an original wall of the chapel car Evangel while doing demolition for the remodel they are undertaking. God is blessing Chapel Car with hard workers who have fun together and safety.

Jenita Calton

ABWM Scholarship

\$500.00 education

scholarship available to qualified Wyoming student. Criteria: member of ABC church; junior, senior, or graduate; must attend ABC related college or seminary; studying for full-time Christian service. The scholarship is ABW funded so preference is given to female, but males may be considered. For application, send name, address, and education information to Vee3@aol.com (subject: scholarship).



Barbara Vinzant

Save the Date

Thank You Luncheon for Retired ABCRM Clergy Thursday, November 16, 2017

**Your personal invitation
will be mailed soon.**

**Be sure the Region office has your
current mailing address.**

**Contact us at 303.988.3900
or office@abcrm.org.**





Presented by Colorado Sisterhood Crusade

Stop the Masquerade

*An original production
written by
Angela Faison*

*It's time to stop hiding behind hurt, guilt, shame, condemnation,
pretention and every stronghold in order to be who God has
empowered and ordained you to be!!*

October 13th - 7:00 pm doors open at 6:00 p.m.

October 15th - 4:30 pm doors open at 3:00 p.m.

Net proceeds benefit Hurricane Harvey and the CSC Scholarship Fund

Denver Christian Bible Church
4625 E. Iowa Ave.
Denver, CO 80222

Ticket Sales: \$20.00

The Word Bookstore
Winning Coiffures
Landmark Ministries
Living Hope Baptist Church
Life By Design
www.coloradosisterhoodcrusade.org
call 720-273-2472 for more info

**Arrive early to purchase
dinner & concessions**

Catfish - Brisket - Chicken
Greens - Potato Salad
Mac n' Cheese
Assortment of Desserts

Only \$10.00
\$15.00 for Combo Plates

9520 East Jewell Avenue
Denver, Colorado 80247
Phone: 303-873-9622



PO Box 200160
Denver, CO 80220

***Faith Community Baptist Church
Celebrating 10 Years of Faith***

"For we walk by faith, and not by sight." 2 Corinthians 5:7

You are invited to celebrate with us

Saturday, October 7, 2017
10th Anniversary Luncheon
11:00am (\$40 per ticket)
Park Hill Golf Club
4142 E. 35th Ave.
Denver, Colorado, 80207
Keynote Speaker:
Rev. Dr. Eugene Downing, Jr.

Sunday, October 8, 2017
8:30 a.m. Worship
9520 East Jewell Avenue
Denver, Colorado 80247
Keynote Speaker:
Rev. Dr. James D. Peters, Jr.

Rev. Katherine Farley, MDiv., Co-Pastor

Rev. Douglas Farley, MEd., Co-Pastor

**CELEBRATING 100 YEARS OF GOD'S LOVE
1917 – 2017**



Community Baptist Church
invites you to our first century celebration.
Please come and share your memories with us.

Reception - October 7th from 2:00 to 4:00 PM - Glenrock Senior Center
Worship Service @ CBC – October 8th @ 10:30 AM
Fellowship Dinner after worship.

RSVP by phone 307-259-3334 or email - arnolds3@aol.com



Thank you to all those who attended our Annual Gathering in Fort Morgan. Your presence was greatly appreciated.

Thanks also to Rev. Drake Hunter and First Baptist Church for hosting us.

October is World Mission Offering Month

For information on how you can give visit www.internationalministries.org or www.abc-usa.org.



Calendar

October

- World Mission Offering Month
- Clergy Appreciation Month
- 4** Ministers Council Meeting
- 5** Mission Committee Meeting
- 7-8** Faith Community Baptist Church
Celebrating 10 Years of Faith
- 7-8** Community Baptist Church, Glenrock
Celebrates 100 Years
- 7-8** Rising Star 31st Church Anniversary
- 29** Andrew Daugherty Installation
Pine Street Church

November

- 3** FBC Longmont Gospel Concert
- 4** Wyoba Board Meeting
- 5** Daylight Savings Time ends
Set clocks back one hour on Saturday night
- 7** Empower the Small Church Webinar
- 10-11** MLC Meeting
- 11** Veteran's Day (Region office will be
Closed Friday, November 10)
- 16** Retired Clergy Appreciation Luncheon
- 22-23** Thanksgiving Holiday Break
*(Region office will close at noon on
Wednesday)*



First Baptist Church Longmont Presents

The Perrys



TICKETS
www.fbclongmont.com

November 3rd, 2017

FBC Longmont 781 Kimbark St. Longmont, CO 80501 303-776-1188

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Send submissions to
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