



1



2

## *AGENDA*

- ▶ **CALL TO ORDER with READINGS and INTRODUCTIONS**
- ▶ **METAPHYSICAL THEME**
- ▶ **COMMITTEE SERVICES AND RESULTS**
- ▶ **SUBSTANCE & SUPPLY — METAPHYSICAL AND 2024 BUDGET**
- ▶ **RESPONSIBILITIES**
  
- ▶ **VISION**
- ▶ **Q & A**
- ▶ **CLOSING**

3

## *WHO OR WHAT IS A HERALD?*



4

## Metaphysical Theme: *Heralds of the morning*

- ▶ WHO OR WHAT IS A *HERALD*?
  - ▶ A person who carries or proclaims important news; a messenger; a harbinger or forerunner; one who gives a sign or indication of something to come.
  - ▶ Branch church reps, yes! But also, EACH OF US!!
  - ▶ WE carry the message to the community.

5

## *Heralds are:*

|                  |                      |
|------------------|----------------------|
| Messengers       | Embracers of healing |
| Joyful           | Witnesses            |
| Clear            | Good examples        |
| Eager            | Light shiners        |
| Exuberant        | Town Criers          |
| Communicators    | Signalers            |
| Harbingers       | Verbal publishers    |
| Standard bearers | Motivators           |
| Enthusiastic     | Announcers           |

*Responses from the five in-person Regional Meetings.*

6

## *Heralding is:*

|                       |                           |
|-----------------------|---------------------------|
| Announcing            | Checking websites         |
| Messaging             | Doing                     |
| Sharing truth         | Alerting                  |
| Being loud with your  | Inviting questions        |
| message, overt        | Giving                    |
| Proclaiming good news | Calls to action           |
| Promising             | Bringing focus            |
| Carrying bookmarks    | Signaling                 |
| Promoting             | Announcing important news |
| Trumpeting news       | Publishing the news       |

*Responses from the five in-person Regional Meetings.*

7

## JMCSC Purpose

Bylaws, Article 1, Paragraph 3

**The primary purpose of the Committee is to publicize “Christian Science” in a way that will attract, bless, and heal mankind.**

*Heralds publicize this message!*

8

## Serving our branch churches/societies

*“attract, bless and heal mankind”*

### ► Two websites:

- PrayerThatHeals.org
- LaOracionQueSana.org

New platform and redesign for both websites.

9

## PrayerThatHeals.org



10

## LaOracionQueSana.org



11

## Serving our branch churches/societies *“attract, bless and heal mankind”*

### ► 24/7 Phone Line

- New option – *Science and Health with Key to the Scriptures* by Mary Baker Eddy that may be selected by chapter.

**Call 24/7**  
**(323) 805-8700**

**Press 1** – Weekly Bible Lesson

**Press 2** – El Heraldo (weekly in Spanish)

**Press 3** – Sentinel Watch (weekly)\*

**Press 4** – Daily Lift (weekdays)

**Press 7** – *Science and Health* audio book



12



## Serving our branch churches/societies

*“attract, bless and heal mankind”*

**Call 24/7**  
**(323) 805-8700**



**Press 1** – Weekly Bible Lesson

**Press 2** – El Heraldo (weekly in Spanish)

**Press 3** – Sentinel Watch (weekly)\*

**Press 4** – Daily Lift (weekdays)

**Press 7** – *Science and Health* audio book

### New Spanish Options

**Press 2 for Spanish**

And then

**Press 1** to listen to  
El Heraldo (weekly)

**Press 2** for a copy of  
El Heraldo magazine

**Press 3** to reach a Spanish speaker

**Press 4** to receive a link to  
LaOracionQueSana.org

13

## Serving our branch churches/societies

*“attract, bless and heal mankind”*

### ► You Tube Videos

- ❑ CS Lectures and Video shorts — Over 38,000 views per month
- ❑ 11,375 Subscribers (10,000 You Tube top 2% club)

Videos ► Play all

| Video Title  | Duration | Views      | Time Ago     |
|--|----------|------------|--------------|
| Christian Science: What it is and how it heals - Michelle... | 1:04:18  | 928 views  | 14 hours ago |
| Making meaningful change: How God's love can change...       | 1:12:40  | 2.9K views | 1 month ago  |
| Healing Bible stories - John 9 #shorts                       | 1:01     | 218 views  | 1 month ago  |
| Learning to love your enemies - Giulia Nesi...               | 1:04:40  | 3K views   | 2 months ago |
| La curación cristiana, con Evelin Castellar Frizotti         | 51:01    | 498 views  | 2 months ago |

14

## Serving branch churches/societies

*“attract, bless and heal mankind”*

### ► Master Calendar



Mark your calendar for inspirational Christian Science events in SoCal and online, regional committee meetings, Southern California care facility events, and camp programs.

15

## Serving branch churches/societies

*“attract, bless and heal mankind”*

- Emails - expanded contract with Constant Contact to increase the effectiveness of our emails.

Jan -Jun 82,711 Emails Sent

118 Email campaigns (weekly newsletters, monthly Spanish news, Spanish Zoom service link, Jt Media news, Prayer Tips)

- Quarterly newsletters, desk announcements, regional meetings, quarterly board and rep meetings



16



## Assessing Results

*“attract, bless and heal mankind”*

### ► Online Marketing

- Google Ads Non-Profit Grant - JMCSC receives \$10,000 in free Google ads per month which are a top source of traffic for our English and Spanish websites. Ads appear on the top, bottom, and side of Google search results.
- A Google-certified ad agency has been hired to create ad campaigns. Ads will be carefully reviewed by our online marketing consultant, Tina Johnson.

#### Sponsored



Prayer that Heals

<https://www.prayerthatheals.org> › bibleverses › psalm23

#### Psalm 23 Prayer - The Lord is my Shepherd

The King James version of **Psalm 23** uplifts & comforts. A beautiful assurance of God's care.

This popular **Psalm** will leave you feeling...

#### Healing Prayer

Learn more about Bible-based prayer for healing.

#### Mary Baker Eddy

Read the biography of the founder of Christian Science.

Sample  
sponsored ad

17

**Prayer That Heals**  
Sponsored · 🌐

The Bible promises that God is causing only good. You are invited to come learn about a spiritual view of the world with God as the only cause & creator. Mark your calendar now for this free talk!

*This talk will change your view of life*

SAVE THE DATE

prayerthatheals.org  
Discover the power of prayer

Learn more

## Assessing Results

*“attract, bless and heal mankind”*

### ► Online Marketing (Continued)

#### ► Social Media Advertising

New short videos created for Facebook and Instagram are substantially increasing response to posts and ads are building awareness of our churches and lectures.



Instagram



Facebook

Your church will receive an email from JMCSC about Facebook advertising before your lecture. Please “reply all” with your budget for advertising and a PDF of your flyer. Send your payment directly to JMC as indicated on the form provided.

Our online marketing consultant will email you with details and results.

18

## Assessing Results

*“attract, bless and heal mankind”*

### ► Self-help: Go to “Info for Churches”



- Sample desk announcements
- How to improve your church and reading room Google listings. [Instructions](#)
- How to create and update a church website on PrayerThatHeals.org. [See details](#)
- How to publicize your lectures and special events on PrayerThatHeals.org. Enter your information under [Contact Us](#) and [email](#) a PDF of your flyer.
- How to record and livestream lectures. [See details](#)

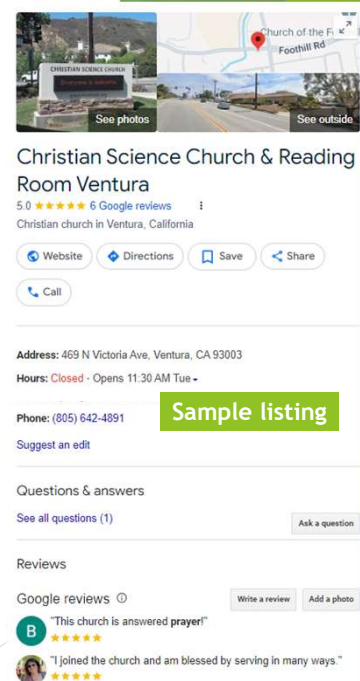
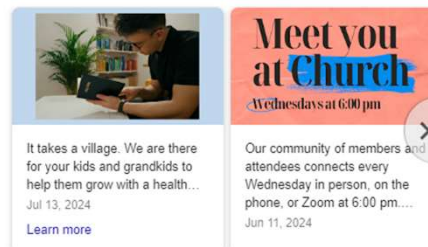
19

## Assessing Results

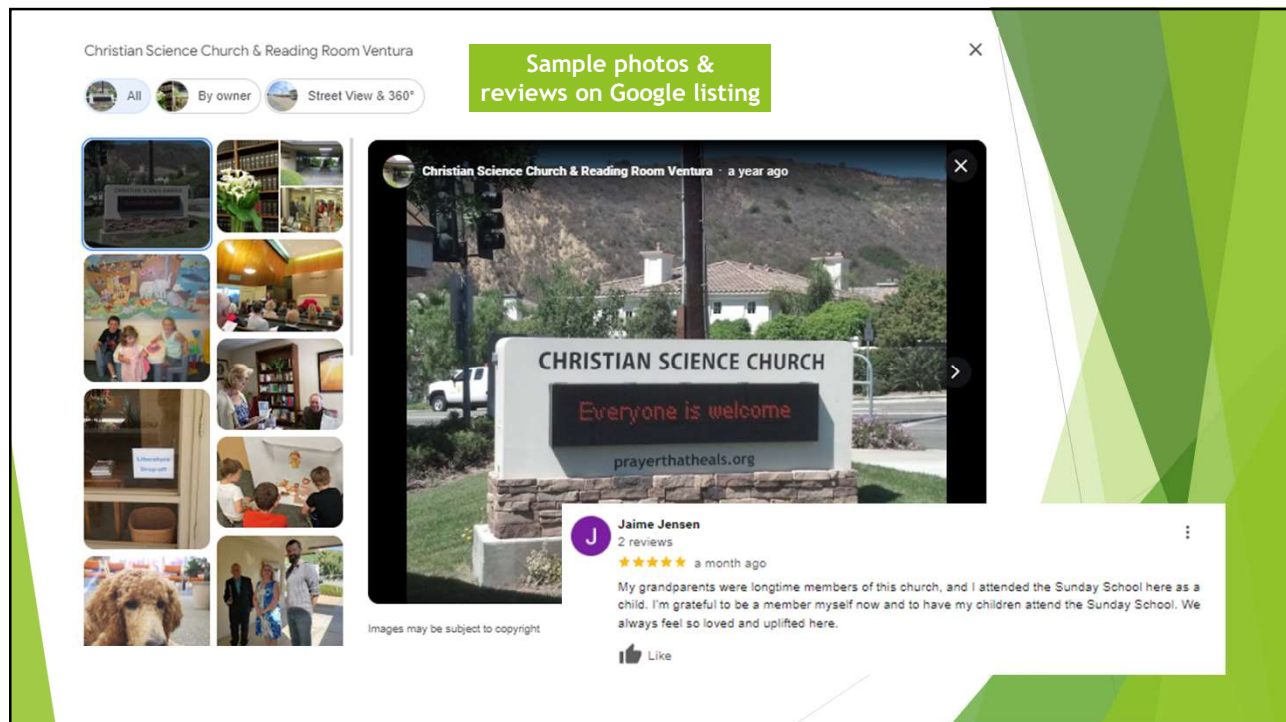
*“attract, bless and heal mankind”*

- Having an up-to-date Google listing for your church and Reading Room is key to attracting newcomers.
- The Mother Church during June and July 2024 offered a free program staffed by interns to help branches and Reading Rooms with Google listings. If you still need help, contact Brian Abbott at The Mother Church [abbottb@christianscience.com](mailto:abbottb@christianscience.com).

Sample posts on  
Google listing



20



21

## Our Substance: Metaphysical

- ▶ The most important support the Joint Media Committee can receive is metaphysical support.
- ▶ How is this support realized?
  - ❑ Commitment of church/society members to metaphysically support the Committee's purpose and execution of its purpose/mission.
  - ❑ Regular metaphysical support provided by the membership.
  - ❑ Membership understanding the foundation of the activity - based in prayer and focused on its purpose.



22

## Our Supply: Funding

### ► Funding Resources:

- ❑ Contributions from churches and individuals
- ❑ In 2024, the JMCSC received \$491,358 from two churches. The JMCSC is grateful for the love and support expressed!
- ❑ Grants and bequests



23

## Budget 2024

### ► Anticipated Receipts:

|   |                  |
|---|------------------|
| ► Church contributions (M, Q, or A)<br>(includes past category of dues) | \$ 44,000        |
| ► Churches - Income from Facebook Ads                                   | 20,000           |
| ► Individuals   | 2,000            |
| ► Interest & other  | ?                |
| ► Grants (2023: \$6,750)  | ?                |
| ► Major gifts & bequests (2023:\$491,358)                               | <u>?</u>         |
| ► <b>TOTAL REVENUES</b>   | <b>\$ 66,000</b> |

24

## Budget 2024 (continued)

### ► Anticipated Expenses:

#### ► Websites

|  |          |
|--|----------|
| □ SEO & Keyword integration for new sites (one time) | \$ 6,000 |
| □ Staff Support                                      | 26,000   |
| □ Testimonies & Short Videos                         | 6,000    |

#### ► 24/7 Phone Line\*

|   |        |
|---|--------|
| □ Telephone Service 323.805.8700<br>(Motion passed 7/24/24 added new expense. See footnote) | 30,000 |
| □ CSPS Broadcast Package  | 6,000  |

25

## Budget 2024 (continued)

### ► El Herald Broadcasts

|  |        |
|--|--------|
| □ Radio Broadcasts                     | 28,000 |
| □ CSPA Broadcast Pkg (no new programs) | 0      |

### ► Advertising/Marketing\*

(Motions passed 7/20/24 added new expenses, see footnote)

|   |        |
|---|--------|
| □ Facebook Advertising                            | 21,000 |
| □ Google Ad management                            | 12,000 |
| □ Google Ad modification for new sites (one time) | 5,000  |
| □ Lecture Notices                                 | 1,500  |
| □ Online Marketing Program                        | 6,000  |
| □ Spanish Honorarium                              | 2,400  |
| □ Thanksgiving Ads                                | 7,500  |

26

## Budget 2024 (continued)

- ▶ Office/Administration
  - ▶ Office Equipment, Supplies, Software, Bookmarks 2,300
  - ▶ Secretarial/Bookkeeping & P/R Tax 14,000
  - ▶ Telephone & Zoom 3,000
- ▶ **TOTAL EXPENSES** \$ 177,100
- ▶ **NET** \$(111,100)
  
- ▶ **\*NOTES: Additions to 2024 budget** **\$ 18,840**
  - ▶ Additional expenses for added Constant Contact services; Google Ad agency; Social Media Contractors; Asana Project Management System; transfer of Spanish phone line to 24/7 line.

27

## Roles

### A Representative's Role

- ▶ Each branch church or society in Southern California may appoint one representative and an alternate to the JMC. Information is requested in early February with any changes to be updated throughout the year.
- ▶ **VITAL TO THE SUCCESS OF THE COMMITTEE!**
- ▶ Gives metaphysical support and serves as a liaison to the JMCSC.
- ▶ Attends JMCSC quarterly business meetings; available on Zoom and held on the third or fourth Saturday of January, April, July and October.
- ▶ In consultation with the branch/society Executive Board, presents a recommendation for contribution(s) to the JMCSC and follows through to confirm that contributions are sent.



28



## A Representative's Role (continued)

- ▶ Works with branch/society Executive Board, Clerk, Lecture Chair, Reading Room Librarian, and Sunday School Superintendent to familiarize them with services offered by JMCSC that will attract, bless and bring about healing in the local community.
- ▶ Ensures valid Google listing for church and Reading Room, adds photos, and encourages reviews.
- ▶ Ensures branch/society website has good photos and current information. Works with Clerk, Lecture Chair, Reading Room Librarian, and Sunday School Superintendent to add information.
- ▶ Regularly visits the JMC website(s) to become familiar with updates.
- ▶ Encourages local & TMC members in SoCal to record video testimonies for websites & sends contact info to [contact@prayerthatheals.org](mailto:contact@prayerthatheals.org).



29

## A Representative's Role (continued)

- ▶ Reminds Clerk to email quarterly JMC newsletter to members.
- ▶ Coordinates with Clerk to see that JMC bookmarks are available for distribution & encourages their use.
- ▶ Goes to "Info for Churches" link at bottom of every page on [PrayerThatHeals.org](http://PrayerThatHeals.org) for information and helpful resources.
- ▶ Remains alert and listens to hear that Desk Announcements are read. There are some basic desk announcements in "Info for Churches."
- ▶ Regularly informs and educates members about the JMCSC and encourages all members to use the bookmarks as a handout and to talk to people in the community about the websites, 24/7 phone-line, and YouTube videos.
- ▶ As appropriate, self-nominates to serve on the JMC Board of Directors. Terms are for one year & Directors are eligible for re-election.
- ▶ ***BE A HERALD!***



30

## A Clerk's Role

- ▶ Stays in contact with Representative to JMC.
- ▶ Serves as a major messenger to the membership - an important herald!
- ▶ Becomes familiar with the services of the JMC.
- ▶ Early in the calendar year, watches for the JMC mailing with donation information and confirms or sends new information regarding the branch/society representative's name and contact information.
- ▶ Coordinates with the Representative and Treasurer to verify that donation is sent.
- ▶ Distributes flyers, desk announcements, and other communications from the JMC as needed. Stays in contact with Representative to JMC.



31

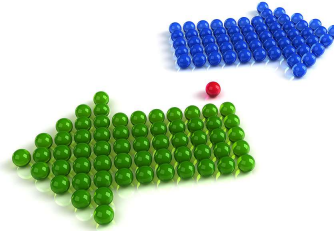
## A Clerk's Role (continued)

- ▶ Distributes the JMC quarterly newsletter to membership. (Takes care to remove the "unsubscribe" tab so a member does not inadvertently "unsubscribe" church/society email.)
- ▶ Verifies Google listing for church and coordinates with RR Librarian if RR has separate listing.
- ▶ Clicks on the "Info for Churches" link at the bottom of every page on PrayerThatHeals.org for information and helpful resources.
- ▶ Checks Master Calendar on website regularly to be informed of area wide activities.
- ▶ Coordinates with the Representative to see that a supply of bookmarks is available for distribution by the membership, at church services, at lectures, and in the Reading Room.
- ▶ ***BE A HERALD!***

32

## Executive Board Members' Role

- ▶
- ▶ Become familiar with the services of the JMC.
- ▶ Coordinate with your Clerk/Treasurer and JMC Representative to approve and send regular contributions to the JMC.
- ▶ Help expand the branch/society presence in the community.
  - ▶ Assess community contacts; attend other organization meetings; identify relationships that may be deepened; work with your church committee chairs to solidify relationships. Be aware of community activities where participation and support may be offered.
- ▶ Visit the JMC websites to see current information.



33

## Executive Board Members' Role (continued)

- ▶ Click on the "Info for Churches" link at the bottom of every page to take you to pages providing valuable internal information.
- ▶ Be aware of the ad campaigns possible for branch/society activities.
- ▶ Make use of the Master Calendar on the website to list any special event or CS lecture you are sponsoring.
- ▶ Try out the 24/7 phone line and know what services it offers.
- ▶ Ask questions.
- ▶ ***BE A HERALD!***

34

## Lecture Chair's Role

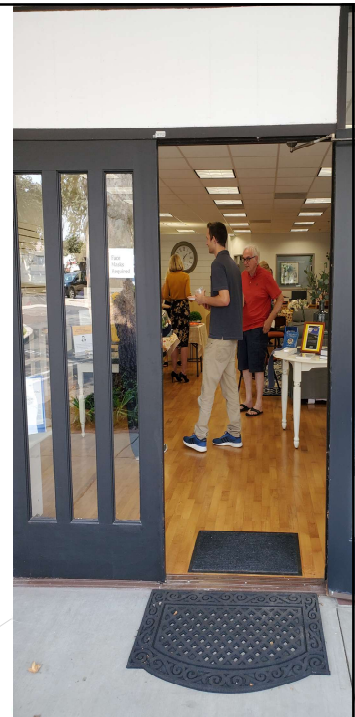
- ▶ Familiarize yourself with the JMC services that will extend your lecture outreach.
- ▶ Decide if you want to contract for a Facebook ad campaign and at what level, e.g. \$300, \$600, \$900. You will be given a report of responses by the JMC following your lecture.
- ▶ Subsequent Facebook ad campaigns can target "engagement" from previous ads.
- ▶ Reply to JMC email about Facebook advertising with the amount of your ad budget and a PDF of your flyer at least one month before lecture.
- ▶ List your event on the PTH Master Calendar as soon as you know the date. Send the information to [contact@prayerthatheals.org](mailto:contact@prayerthatheals.org).
- ▶ If you wish to film your lecture, email [contact@prayerthatheals.org](mailto:contact@prayerthatheals.org) to see if film crew is available. Having your lecture posted on YouTube significantly increases the people benefiting from your lecture.
- ▶ ***BE A HERALD!***



35

## Reading Room Librarian's Role

- ▶ Be familiar with the websites and opportunities to use JMC social media to attract the public to the Reading Room.
- ▶ Check your RR Google listing. Do you own it? Upload photos. Encourage reviews.
- ▶ Use Weekly CS Monitor covers, book covers, products, pamphlets, events, your window displays, etc. Go to "Info for Churches" on PTH for SoCal posters and labels.
- ▶ Have PTH and LOQS open on a computer in the Reading Room.
- ▶ Display 24/7 phone line on poster.
- ▶ Distribute bookmarks.
- ▶ ***BE A HERALD!***



36

## Sunday School Superintendent's Role

- ▶ Be familiar with the websites and their information that can attract youth to Sunday School.
- ▶ Set up a computer before Sunday School begins with the websites displayed.
- ▶ Show the short videos (under 60 sec.) to students, & 12, 15 and 20-minute talks on Christian Science.
- ▶ Familiarize youth with the prayer tips, mental health podcasts, camps, internships, educational opportunities on websites.
- ▶ Promote youth activities through the websites. Use the Master Calendar for your events. Join forces with another branch/society for events.
- ▶ ***BE A HERALD!***



37

## Vision - Looking to the Future ***EVERYONE BE A HERALD!***

- ▶ USE THE SERVICES OF THE JMCSC!
  - ▶ Identify your community needs
  - ▶ Be involved in your local community
  - ▶ Connect with teens and young adults



38

## Vision - Next Steps

- ▶ Transitioning from a small group of visionary and hard-working founders and volunteers to a sustainable not-for-profit organization.
- ▶ By-laws are being revised to reflect demands of a forward-looking not-for-profit organization.
- ▶ Increasing awareness of JMCSC activities and our SoCal churches and societies will “attract, bless, and heal mankind, and donations will naturally grow.
- ▶ Job descriptions are being developed with the thought of including the next generation of Christian Scientists.
- ▶ JMCSC is responding to the transitioning of churches to meet today’s needs.
- ▶ Let us hear from you. Heralds keep trumpeting!!



39

## Vision & Our Joint Committee

- ▶ Importance of the definition of Church to JMCSC
- ▶ Support the JMCSC with your metaphysical work!
- ▶ Contribute financially!
- ▶ Participate in meetings!
- ▶ Be a part the vision - supporting our churches and societies and sharing Christian Science in SoCal in inspired ways now and going forward.

***BE A HERALD!***



40



## CSJMCSC REGIONAL MEETINGS 2024

**Saturday, September 7, 2024**

**10:00 a.m.**

**Tenth Church (Brentwood)**

1133 S Bundy Drive  
Los Angeles, CA 90049  
310.826.2229

**Sunday, October 6, 2024**

**1:30 p.m.**

**First Church (Laguna Niguel)**

29012 Aloma Avenue  
Laguna Niguel, CA 92677  
949.495.4628

**Saturday, September 28, 2024**

**10:00 a.m.**

**First Church (San Diego)**

2450 Second Avenue  
San Diego, CA 92101  
619.233.3571

**Sunday, November 10, 2024**

**1:30 p.m.**

**Second Church (Ventura)**

469 N Victoria Avenue  
Ventura, CA 93003  
805.642.4891

**Saturday, October 5, 2024**

**10:00 a.m.**

**Second Church (Whittier)**

8705 Catalina Avenue  
Whittier, CA 90605  
562.693.9116



41

## Q & A

► **CLOSING**

► **LET'S SING HYMN #2, VERSE 1**

*THANKS FOR COMING!  
ATTRACT, BLESS AND HEAL  
MANKIND!!  
BE A HERALD OF THE MORNING!!!*

42

