

Dear Pastor/Church,

The past 14 months since I began serving as the executive editor of the *Baptist Trumpet* have been exciting. We have continued to produce the only weekly newspaper in the BMA and have been able to connect with many of our subscribers across the state of Arkansas and beyond. It is truly a remarkable thing to see how God uses this ministry to provide the connection between what is happening in the BMA — locally, in Arkansas, nationally and internationally — to the people in our churches. I truly believe that the “Power of Connection” is something we can’t do without if we are going to continue to do the work of the association to the best of our ability.

As we enter the time set aside by the BMA of Arkansas for us to raise the needed support for this ministry, I want to let you know where we stand. The much-needed rate increase, along with a 50% funded *Trumpet* Team, has helped to stabilize our finances. As we begin this time of Special Emphasis (March 1), we are exactly 50% through our fiscal year (September–August). This means that the 50% funded *Trumpet* Team has carried us this far to help cover our deficit, but we must **raise the other 50%** during this time to complete the fiscal year strong. We need to raise **just over \$20,000** to offset the planned deficit.

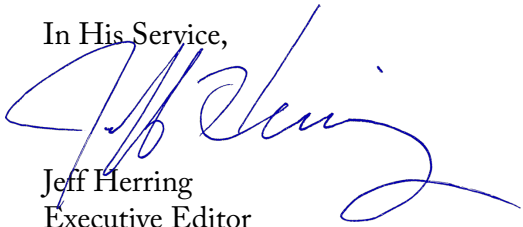
For the past two years, we have been transitioning to a new circulation management system that allows us to better connect with our subscribers and provides a way for them to connect with the content on our website. The program we use is working well, but it has one major drawback — the ongoing monthly cost. We are working to **develop our own software** that can do what we need without the monthly cost, but it requires an upfront investment. This investment can easily be recovered once we are able to stop the cost associated with our current program and will be a big help in keeping our finances stable going forward. The initial **estimated cost for the development of this software is \$20,000**, but we are hopeful it can be done for much less.

By the time you receive this letter, we will have launched our new website. Please **go check it out at [www.BaptistTrumpet.com](http://www.BaptistTrumpet.com)**! While we are excited to present it to you, there are some other resources we are looking to provide in the future that will require more investment to develop. We are in the process of creating a resource for churches that are looking for pastors or staff members and also a place where those that are available can post their information. Our goal is to make this **a searchable and sharable resource** that will help our churches find God’s man to fulfill their ministry needs. We are **budgeting \$5,000** to help develop this resource and others for our churches.

As you consider each of these goals, I hope you see, as we do, that they will help us continue to provide the needed connection between the people in your church and the ministries of the BMA on all levels. Please prayerfully consider how you and your church can **help us meet our goal of \$45,000**.

If you would like, I would love to come and share about how God is working through the *Baptist Trumpet* with your people. You can contact me by email at editor@baptisttrumpet.com or by calling the office at (501) 565-4601.

In His Service,



Jeff Herring  
Executive Editor