

# *Baptist Trumpet* Report for District Meetings

## **Thank You**

Let me start by thanking you for allowing me to share an update on the ministry of the *Baptist Trumpet*. We take our mission to “inform and inspire” our readers very seriously, and we are always looking for better ways to connect the people in our churches with what the ministries of the BMA are doing — not just in Arkansas, but around the world.

## **New Website**

One of the ways we are moving forward and seeking to connect everyone is with a new website strategy. As of March 1, we have an updated website that now includes all the information and articles from the *Trumpet*. We even “backloaded” the website with content going back to last year. Anyone who has an active subscription to the *Trumpet* can access this premium content, but you will need a login to do so.

If you are interested in getting access to the website’s premium content, you can visit BaptistTrumpet.com and click on the blue login button on the upper right side of the home page for instructions on how to set up your login credentials. Our goal is to make the *Trumpet* website your “go-to” place for all the information you need to know about the BMA.

## **Digital E-Trumpet**

We also still have our digital version of the paper — the *E-Trumpet* — that goes out every Tuesday at 5:30 p.m. This means you get the latest news and inspiration before the paper copy is printed and mailed out on Wednesday. We have many couples/families that choose to receive both the electronic and the printed versions. In fact, if you would like to try out the *E-Trumpet*, please send an email to editor@baptisttrumpet.com with your name and mailing address (so we can match your subscription) and we will get you set up for a free digital subscription through the end of 2022. If you are not currently receiving the *Trumpet* in any form, I would be glad to set you and your church up with a free trial.

If you have never checked out the *E-Trumpet*, here is what Charles Reddin, one of our new board members for this year, had to say about the *E-Trumpet* after he began receiving it as a board member:

“There are benefits to both the interactive format and the pdf file, but I especially like the interactive one. It’s great to click on individual articles and pictures and to see them pop up in full-size form on my computer screen. My old eyes especially like the adjustable type size. It’s easily readable without all the squinting required to read the print edition, and as I get still older, I will be able to size the type still larger! Both formats adapt surprisingly well to the small screen when I access them on my phone. If someone had told me the *Trumpet* would be easier to read on your phone than in print, I wouldn’t have believed it, but it’s true.”

I encourage you to try it. You might be surprised, too!

## **Special Emphasis 2022**

We set a goal this year of \$45,000 for our time of Special Emphasis. While the time specifically set aside for the promotion of our Special Emphasis is March and April of each year, we count all “extra” offerings, outside regular giving from churches, that we receive by the end of the fiscal year (Aug. 31) toward our goal for the year.

As you may remember, after calculating our production and post-production costs last year,

we realized that we were bringing in around 45¢ per issue per subscriber, but our total cost was right at 90¢ per issue per subscriber. That is why we implemented a rate increase of 15¢ per issue per subscriber to help alleviate this deficit.

Since this did not fully cover the expected deficit for this year, we asked people to help by joining the *Trumpet* Team — 90 churches or individuals that would commit to increased monthly giving or a one-time gift of \$39/month for the year. Prior to our time of Special Emphasis, we had 45 churches and individuals that had joined, which left us with a deficit of around \$20,000 just to be even for the year. This was the first portion of our Special Emphasis.

The remaining \$25,000 was designated for a special software and website project that will help us with long-term stability. You may remember that we changed the software we use to manage our subscriptions a few years ago. While that change was good and, for the most part, is working well for us, it comes with a price tag of around \$600 per month. Thanks to a connection with a member of one of our churches who has a software development business, we are working to develop our very own program. Not only will this allow us to save quite a bit per month, it should also allow us to further reduce some redundancy that takes place now in managing our subscriptions and donations.

We ended the year having received 71% of our goal (just under \$32,000). That means we were able to cover the expected deficit by completing the *Trumpet* Team funding and have some funds from Special Emphasis (around \$12,000) to put toward our software project. We trust the Lord to meet our needs in His time.

### **Expected Rate Increase**

We mentioned last year when we implemented the rate increase, that we would most likely be asking for another rate increase this fall to help us get “even” for our budget. Our goal is for the subscription fees to match the production and post-production costs so we can use our time of Special Emphasis to raise needed funds for special projects to help us better fulfill our mission to “inform and inspire.” Please be in prayer for us as we begin to look at our expenses for the year and do some calculations on what rate increase will be needed to help us meet our goal.

### **Still Plan to Print Paper**

Let me close with this commitment — we have no plans to stop printing the paper! Our commitment is to continue to print the paper as long as it is feasible to do so and as long as people want a printed product — over 90% of our current subscribers still want the printed paper!

Just recently, the *Baptist Trumpet* became the only BMA paper that prints more than once per month. I strongly believe there is a great benefit in getting the paper out weekly because there is so much news and important information to share with our readers!

Our hope is that we can continue to build our subscriber base. This not only helps us fulfill our mission to “inform and inspire” our subscribers but as we add more subscribers, the cost is spread out and it allows us to reduce our per issue cost. I wish every member of every church received the *Trumpet* each week. If your church does not provide the paper to your people, I would love to talk about how we could make that happen. If you know of someone who is not a subscriber, will you please be an ambassador for us?

Let us know if we can do something to make sure you are better informed and inspired. The *Baptist Trumpet* exists to be a servant to the churches of the BMA of Arkansas, and we want to continue to “inform and inspire” our readers for years to come!