

Welcome to ***St. MattNews!***

Now—especially in today’s digital age—and perhaps more than ever, effective communication is vital for any organization to flourish and grow.

Research shows that ‘what’ and ‘why’ and ‘how’ people acquire information continues to change.

Faith communities must learn to speak publicly in ways that are responsible, relevant, and relatable, especially if we hope to engage younger generations.

St. MattNews is designed to accomplish several proven communication strategies:

- The newsletter reflects our immediate neighborhood while relationally linking us to the larger church.
- Lake Nockamixon has statewide appeal and beyond, helping us resonate with potential guests while also distinguishing ourselves from other local sister congregations.
- An emphasis on fresh, dynamic, and interactive content each week will attract and retain readers.
- All the former newsletter information previously published in paragraph form is still available, just accessed more conveniently.
- Readers can quickly scan all content, interacting only with items of personal interest, like choosing a meal from a menu.
- This new format allows us to monitor reader habits which will further inform future content.

Thank you for your patience while getting reoriented to new features and usual content alike.

Please share these electronic editions with friends, family and neighbors. It’s fun and faithful to proclaim all the good things God is up to at and through St. Matthew’s Lutheran Church!