

March 1, 2021

Dear Pastor/Church,

I am excited about the future ministry of the *Baptist Trumpet*, and I hope you can join us as we are “Building for the Future.” **Please use the enclosed flyer to help us spread the word!**

Since it began, the mission of the *Trumpet* has been “to inform our readers about the activities and needs of our association on the local, state, district, national and international levels, and in the Christian community at large; and to inspire them to live more fruitful and dedicated lives for our Lord Jesus Christ.” We are doing our best to continue this mission as it has been done since 1939, but we are also looking for new and innovative ways to expand the ministry of the *Baptist Trumpet* as God provides opportunities to do so.

One thing we have been working on for well over a year is our transition to a **new circulation management system**. Our old system was causing some problems and also prevented us from taking advantage of new ministry opportunities such as better utilization of our website for digital content. We can now connect our subscribers to our website through a customer portal and login that will allow access to “subscriber-only” content. This new system provides much more functionality and allows us to streamline our subscriber management and billing. While we are thrilled about what this new system offers, it also brings added expense.

We are also planning **an upgrade to our website** in the coming months that will not only give it a facelift but also allow better integration with our new circulation management system. There is also some **new technology** that may be needed in the coming year as things in the office are starting to show their age (and not just Allan!).

The largest area of need for our Special Emphasis goal this year is our **General Fund**. We are currently week to week, at best, and having some “reserve” would allow us to breathe a little easier. It is always a joy to find a timely check in the mail from one of our faithful supporters, but to be honest, we simply need more to meet all of our obligations.

Our subscriber fees do not cover the total cost to produce and send out the *Trumpet* each week. Without regular support from individuals and churches we will have to make the difficult decision to raise our subscription rates (something we **do not** want to do) or cut back the number of issues (something we **really do not** want to do). If we are forced to raise our rates, it is likely that we will unfortunately also lose some individual and church subscribers due to the increase in cost, and we **do not** want to lose anyone! This is why **we need your help!**

I am asking you to join us as we are “Building for the Future,” and help us meet our goal of \$45,000 to continue the great ministry of the *Baptist Trumpet*. 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