

The Vermont Conference of the United Church of Christ



Purpose (from the Gospel of Matthew):

To love God with all our heart, mind, soul, and strength and our neighbor as ourselves **Vision:**

United in Christ's love, a just world for all Mission:

United in Spirit and inspired by God's grace, we welcome all, love all, and seek justice for all

Weekly E-News Winter Edition

February 16th, 2023

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Message from the Conference

Dear Clergy Colleagues,

Behold we are doing a new thing! The 2023 Annual Information Review is now available in a beta launch format. Click here to fill out and update your information: **Annual Review Form** or go

here: https://forms.office.com/r/z7hJb4YaYa

The information review is a part of the covenantal responsibilities for all authorized clergy in the United Church of Christ and updating it helps the Conference and associations keep in contact with you and your ministerial needs.

This form helps us to confirm your standing in the UCC. That standing allows you to serve churches, and do pulpit supply, as well as perform weddings and preside at funerals. Retired clergy should complete a form, too. You never know where or when God might call you to use your gifts!

The new Vermont Conference directory will be prepared based upon the information you provide. It is important that the office have current up to date information for all our ministers.

If your standing is held in the Grafton-Orange Association, or the Southwest Association we will update your contact information in the National database and then send your form to your own Committee on Ministry.

You will note that there is a question about Boundary Awareness training. Attending regular boundary training every 3 years is a covenantal expectation. If you have not sent your latest and most up to date certificate for boundary training to the office please send that to Jackie.

If you have questions, please contact <u>Jackie Lingelbach, Ministries</u> <u>Coordinator</u> at <u>vtconmincoor@gmail.com</u> or 802-505-0186.

We are grateful for your ministry and service to Christ's Church and for our covenantal care of one another. We look forward to hearing from you.



Latest News

Join the Movement creates Lenten journey for courageous conversations

by <u>Kayla Berkey</u> | published on Feb 14, 2023 LENT (

Lent is a season when many people take on a new spiritual discipline. When it begins this year on Wednesday, Feb. 22, **Join the Movement Toward Racial Justice** is inviting people to take up the spiritual practice of courageous conversations. Each day during Lent, Join the Movement will offer daily prompts that encourage antiracist conversations. These will include a reflection question, a prayer and a reference to a time when Jesus engaged in courageous conversations. Examples of prompts include "When did you discover your race?" and "What about your racial/cultural/ethnic background brings you

Read more HERE!







Sponsored by Glover Equity, VT United Church of Christ, and the New England Quakers

The Online NonViolence 365 training course offered by the King Center will be held March 8th, 9th, and 10th from noon to 2pm for our Vermont cohort. Suggested Donation is \$25/person

Register for three two-hour Zoom sessions here: https://gloverequity.org/category/non-violence/

Nonviolence365 speaks to a lifestyle that empowers participants to adopt a nonviolent posture in thought, speech, and action. This training aims to transform the way that individuals approach problems, conflict, tension, and differences by providing the knowledge, skills, and tools needed to constructively act in the spirit of nonviolence.







It's time to share!!

One Great Hour of Sharing
(OGHS) special mission offering of
the United Church of Christ involves
you in disaster, refugee/immigration,
and development ministries
throughout the world. When a
disaster strikes or people are
displaced or made refugees by

violence or extreme poverty, you are part of the immediate response and of the long-term recovery.

Through OGHS you engage in holistic development programs including health care, education, agriculture, food sustainability, micro-financing and women's empowerment. Because the UCC relates in mutual partnership to churches and organizations through Global Ministries and worldwide response & recovery networks, your contributions to One Great Hour of Sharing put you in the right place at the right time for the relief, accompaniment and recovery of the most vulnerable. You meet immediate needs and you address the underlying causes that create those needs in the first place.

Click here to visit the OGHS webpage on ucc.org https://www.ucc.org/giving/ways-to-give/our-churchs-wider-mission/one-great-hour-of-sharing/
Suggested offering date: March 19, 2023







Sincerely,

Kent Siladi Director of Philanthropy





Graduating into December

An event about transitioning into the next phase of living
Please join us Saturday February 18, 2023
2pm-4pm
Shoreham Congregational Fellowship Hall
Shoreham, Vermont

What comes to mind when you hear the words "death" and "dying"
What would the elements of a positive dying experience look like to you
or for your family?

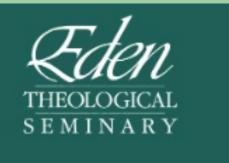
Where would you like to be as you graduate into the next phase in the journey?

Join us as we spend time talking about what the term "a good death" looks like for us all. Let's begin talking about death in a more honorable, sacred way reflective of what it truly is.

"Death is not the opposite of life, but a part of it" Haruki Murakami

Presented by Becki Lund of La Dimora
Certified End of Life Doula, Grief Facilitator, Reiki Master Teacher

"When we open our hearts to others we allow the language of love, acceptance and empathy to speak through us."



EDEN BOOKSTORE

Progressive theological resources
Welcome to Eden Bookstore Online, the
bookstore for progressive Christians. The
Eden Seminary Bookstore online shop
offers works on theology and religion.
Eden merchandise available
at www.eden.edu/shop/

LIFE at Eden: History and Polity of the UCC Via Zoom and in-person! Free for current Eden students

Dates:

Friday, Feb. 10, 2023 @ 7:00-9:00 PM CST

Saturday, Feb. 11, 2023 @ 9:00 AM -2:00 PM CST

This intensive class will provide an overview of the predecessor denominations that shaped the United Church of Christ's style of congregational governance. It will also look at how General Synod functions, explore some theological foundations, discuss how the authorization process works and review educational resources available from the denomination.

About the Instructor:

Dr. Jill Baker is an adjunct faculty member at Eden and Coordinator of Eden's Houses of Study. She regularly teaches UCC History and Polity, among other courses. She has been active at the local, Conference and national levels of the United Church of Christ since 1991. Jill is the current Moderator of Illinois South Conference.

The Future of Co-Vocational Ministry

Date(s) - 02/21/2023 6:30 pm - 8:00 pm Annual Bracke Public Lecture on Leadership Via Zoom

The Future of Co-Vocational Ministry!

Join us to get an update on the latest trends from The Hartford Institute of Religious Research, about the state of the church, and what ministry jobs will look like in the future?

This event is for all. It is also part of the Eden students' Progressive Christian Leadership Seminar

Speakers:

Dr. Allison Norton is the Faculty Associate in Migration Studies and Congregational Life at Hartford International University, where she directs the Pastoral Innovation Network of New England. She teaches courses in sociology of religion, immigration, and multicultural and inter-generational ministry. Her research and publications explore the impact of the COVID-19 pandemic on U.S. congregations, the rise of megachurches in West Africa, the transnational dimension of African Pentecostalism, the role of migration on the worldwide expansion of the Christian faith, and the religious identities of the "new" second generation.

The Rev. Aaron Rogers is a passionate preacher, teacher, and nonprofit leader based in St. Louis, MO. He received his B.S. from Bradley University and his M. Div from Eden Theological Seminary. In his 10+ years of nonprofit leadership, he has served nonprofits, churches, and foundations. Most notably, Aaron served as the Associate Minister of Stewardship and Development at the historic Riverside Church in Harlem NY and as the Associate to the Rector for Trinity Episcopal Church in the Central West End neighborhood of St. Louis. He serves as chair of the board for East Side Aligned, a collective impact organization for children and youth in East Saint Louis and for Faith for Justice, a coalition of Christian activists in the St. Louis area. Currently, Aaron is a candidate for Holy Orders in the Episcopal Church and is completing a Diploma of Anglican Studies at Virginia Theological Seminary. He is passionate about racial equity, social justice, and creating thriving organizations.

Affectionately known as "Rev. Raquel," the Reverend Raquel S. Lettsome, Ph.D. informs and inspires congregants and classes through her preaching, teaching, writing, and online course and webinar experiences. To this end, she

founded Raquel S. Lettsome, LLC. (www.raquelslettsome.com) to use these gifts in the service of churches and educational institutions to help them advance their missions. She is also the Founder & President of the not-for-profit corporation, RSL Ministries, Inc., (www.rslministries.com) where she works with faith leaders and lay people to interpret Scripture more effectively for preaching, teaching, and living. Dr. Lettsome is currently the Distinguished Visiting Scholar of the New Testament at Eden Theological Seminary (St. Louis, MO) and has been an invited lecturer and instructor for classes at Princeton Theological, Payne Theological, United Lutheran seminaries as well as national conferences, and denominational meetings. Dr. Lettsome is also a published author in the fields of homiletics, biblical studies, womanist biblical interpretation and theology, and Christian spirituality. Her latest publication, Breakthrough You! 30 Daily Devotions to Move You Forward, was a #1 New Release in Religion & Spirituality Short Reads on Amazon.com. Dr. Lettsome holds a Bachelor of Arts in Religious Studies (Yale University), a Master of Divinity (Princeton Theological Seminary) and is the first African American to earn a Ph.D. in New Testament Studies from Princeton Theological Seminary (2005).

<u>Stavenger Social Justice Symposium (Peace UCC, Eden, Metropolitan</u> <u>Congregations United)</u>

Date(s) - 03/11/2023 9:00 am - 12:30 pm Theme- Citizenship: Belonging and Participating: The Realities and the Possibilities

Speakers/Panelists:

- Ms. Ana Garcia Ashley, Director, Gamaliel Network
- Rev. Angel Luis Rivera-Agosto, Area Executive Latin America and the Caribbean, Global Ministries (UCC/Disciples)
 Rev. Rebecca Turner, Pastor of Christ Church United Church of Christ, Maplewood, Missouri

Stepping Out: Re-Imagining your Elderhood In Person Retreat

In person retreat.

Dates: March 14-16, 2023. Tuesday evening-Thursday lunch Location: La Salle Retreat Center, St. Louis, MO

Description:

Stepping Out It is an in person gathering for adults contemplating, or currently retired.

This open enrollment retreat will explore new material that is explored in the NEXT Steps semester course.

No prior experience with the NEXT Steps program is required, all are welcome and encouraged to attend. (For those that have attended the full semester course this retreat will be presenting new material with time for deep reflection and action planning.)

All program activities are designed to stimulate your individual self-discovery as you delve deeply into your personal plan and truth and discover meaning and purpose in elderhood.

Cost: \$275.00

New Offerings from Practical Resources for Churches!!!

40 Days Together is Cultivate Faith's Lenten initiative for families.

In a nutshell, 40 Days Together is a chance to help equip families totake on regular spiritual practices together (rather than giving up something for the season). There will be two parts to it:

- <u>Free on our website</u>: table tents with mealtime prayers for families to use all through Lent and conversation questions for the car, for family group text threads, for the table, or whenever. These will be released on our website for all to freely use
- <u>Fee based packets</u>: more comprehensive materials for families to use, towards the goal of spending 40 Hours Together throughout the Lenten season. Materials will include:
- book lists for read-alouds/read-togethers for every developmental stage
- 2. ideas for simple family hikes
- 3. lunchbox notes (for parents/caregivers to slip into their kids' bags AND for kids to slip into their parents'/caregivers/ bags)
- 4. ideas for midweek simple sabbath rests together (can also be done together virtually)
- 5. ideas for family collaborative art prompts using materials found around the home
- 6. suggestions for family devotionals/prayers
- 7. bedtime blessing ideas for every developmental level
- 8. paper tracker of the 40 Hours Spent Together

Click the link below to pay for 40 Days Together with PayPal 40 Days Together: Family price \$10

40 Days Together: Congregations 50 and under in worship \$30

40 Days Together: Congregations 100 and under in worship \$50

40 Days Together: Congregations 200 and under in worship \$70

Thursday February 9 First meeting of the Game Changer Cohort with Kay Kotan

Each workshop will be one hour of content followed by a 30 minutes Cohort coaching session where you will assess your church's current levels of game changing leadership and work towards creating a MAP (ministry action plan) to enact the needed game changing leadership strategies in your local church context.

Participants will need to watch the initial webinar and read the book Being the Church

Participants will need to watch the initial webinar and read the book Being the Church in the Post-Pandemic World. This work is best engaged by both the clergy and 4-6 leaders from their church.

Click to register for all three Zoom meeting. There is a fee for this Cohort

Congregations that are members or belong to a Judicatory Member (see list below)

- \$75 for the three sessions (Includes up to 6 registrants from the same church/ministry)

Non-Members

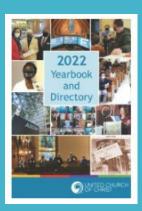
<u>- \$100 for the three sessions (includes up to 6 registrants from the same church/ministry)</u>

When: Feb 9, 2023 06:30 PM Eastern Time (US and Canada) When: Mar 9, 2023 06:30 PM Eastern Time (US and Canada) When: Apr 20, 2023 06:30 PM Eastern Time (US and Canada)

Participants will need to watch the recording or <u>Eight Game Changers for the</u>
Post Pandemic Church and read the book <u>Being the Church in the Post-Pandemic</u>
World. This work is best engaged by both the clergy and 4-6 leaders from their church.

DataHub is Open for Yearbook Info!

Access DataHub!!!



It's that time again for the UCC to begin preparing the Yearbook & Directory for the coming year. We are deeply grateful for your continued efforts to help us maintain up-to-date and accurate data, especially as 2022 has continued to be a year of pandemic challenges and uncertainty. To best help us prepare for the upcoming Yearbook & Directory, please consider the important items in the sections below.

Yearbook Instructions





April 28-29, 2023 Grace Church, Rutland

The Vermont Conferences 228th Annual Meeting will be connecting the dots between creation justice, economic justice, environmental justice, and LBGTQ justice.

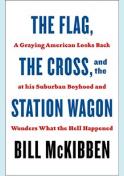
Our workshops this year are so abundant they will happen TWICE. Stay tuned for more information!



Our keynote speaker is Bill McKibben (pictured here) whos new book "The Flag, the Cross, and the Station Wagon" was just released.

"I'm curious about what went so suddenly sour with American patriotism, American faith, and American prosperity."

"Like so many of us, McKibben grew up believing—knowing—that the United States was the greatest country on earth. As a teenager, he cheerfully led American Revolution tours in Lexington, Massachusetts. He sang "Kumbaya" at church. And



with the remarkable rise of suburbia, he assumed that all Americans would share in the wealth.

But fifty years later, he finds himself in an increasingly doubtful nation strained by bleak racial and economic inequality, on a planet whose future is in peril.

And he is curious: What the hell happened?"

You can find the book from the sellers below!

Indie Bound

Amazon

Audible

Would you like to be a vendor at this years Annual Meeting?

A limited amount of display space is available for this year's meeting. Tables are 8' and may be reserved on a <u>first</u> <u>come</u>, <u>first served basis</u>. Displays may be set up Friday morning between 8-10am. A \$30 fee is being charged per table. All organizations, committees, departments, and vendors must pay the fee. Extension cords can be provided.



Use this QR code to pay for your table if you are using the fillable online form!

Fillable Exhibitor Form (Online)

Exhibitor Form (Print)



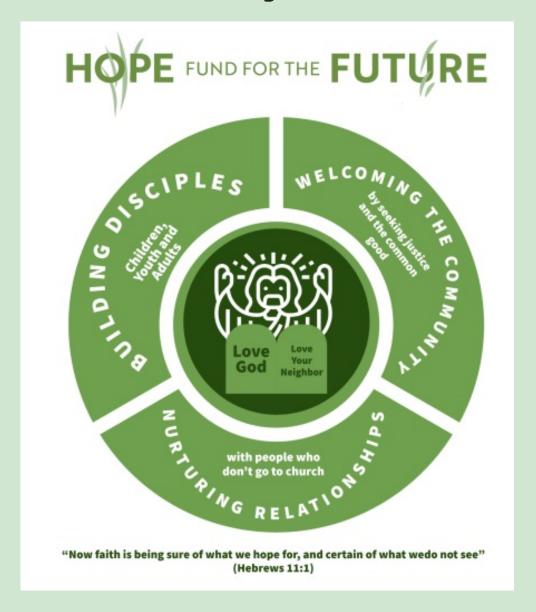
Cultivate Faith



Practical Resources for Churches (PRC) is growing their **CultivateFaith YouTube channel!** Take a peek at the playlists we've already uploaded and subscribe so you get updates when we upload new resources. (Lots more are coming SOON!)



Do you or your church want to apply for a Hope Fund grant?



You can now find the application online **HERE** or by clicking the link above!

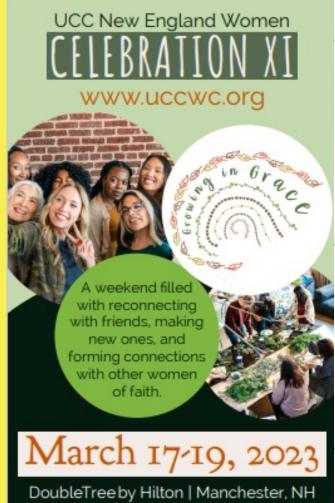
Please help us thank the wonderful Discernment Team members who helped make this application happen! Those team members

Rev. Paul Sangree (Associate Minister, Vermont Conference),
Rev. Dan Haugh (Stowe Community Church),
Rev. Mary Hoadley (Brownington Congregational Church),
Rev. Jessica Moore (First Congregational, St. Albans),
Rev. Lava Mueller (Love Church, Randolph),
Rev. Paul Eyer (Williston Federated Church),
Rev. Caryne Eskridge (Weybridge Congregational Church)

Please send all completed applications to VermontConference@gmail.com .







PRAYER CONCERNS



All those dealing with the trauma of mass shootings
All those experiencing war and violence
All those dealing with illness and pain
All who are grieving

Prayers for the family and friends of Rev. Holsman.

AROUND THE CONFERENCE

(Please let us know what your Congregation is up to by sending an email to <u>VermontConference@gmail.com</u>.

You may just see yourself or someone you love in the eKit or our Facebook page!)

Farewell, Welcome and Blessings

Pastoral Transitions since the 2021 Vermont Conference Annual Meeting

For the most up to date information click here

Don't forget to click below in your email to view the entire newsletter



Happy Birthday to our Clergy!

<u>February 6th</u> James MacIntyre Darlene Baer

February 7th
John Weatherhogg

<u>February 13th</u> Margaret Tooker

February 16th Betsy Miller

February 20th Gary O'Gorman Harold Masback

<u>February 26th</u> Robin Junker-Boyce

<u>Happy Ordination</u> <u>Anniversary to our Clergy!</u>

<u>February 3rd</u> Janet Langdon

<u>February 4th</u> Richard Ridgenwald

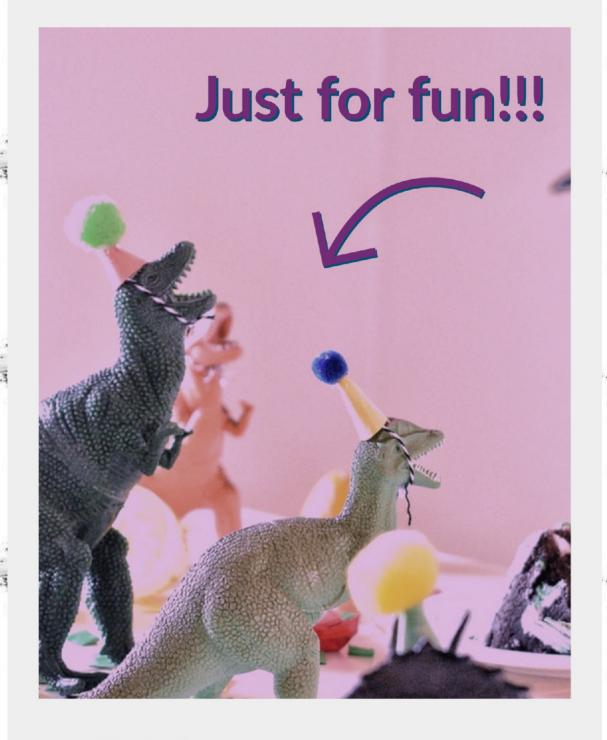
> February 8th Cynthia Batten

<u>February 13th</u> Shawn Bracebridge

> February 15th John Bixby

February 24th Lucia Jackson





Click here to update your contact information!!!

On January 12, 2023, a coalition of concerned community members from across Northfield and the State of Vermont submitted the attached statement/complaint to Northfield's Town Manager and Select Board. The attached list of links, though not part of the statement itself, provides additional context and background information. If you are inclined to do so, now is the time to contact the Town of Northfield to voice your individual support, experiences, and/or concerns.

"Northfield Needs a New Chief of Police"

January 12th, 2023

A Joint Statement by Northfield Middle High School's Gender & Sexuality Alliance; the United Church of Northfield; Outright Vermont; Rights & Democracy of Vermont; Education Justice Coalition of Vermont; Vermont Student Anti-Racism Network; Vermont Conference of the United Church of Christ; TeachOut Vermont; Concerned Parents, Educators, and Students of Northfield

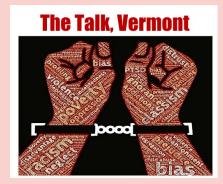
Northfield's current chief of police has revealed himself (1) to have a feeble grasp on what the laws and constitution actually mean and (2) to be willing to misinterpret and misapply the laws in order to advance his own ideological agenda.

In 2020, the district attorney of Washington County issued a Brady letter, which called into question Chief John Helfant's ability to faithfully execute his duties. An investigation revealed evidence of Fourth Amendment violations and potential on-duty racist practices, including disparately worse treatment of Hispanic and African American men. It was also revealed that Officer Helfant omitted exculpatory evidence from his statements and failed to activate his body camera when this disparate treatment is alleged to have occurred. Although criminal charges were not brought against him at the time, he nonetheless has become a less effective officer because his standing in the community was eroded and the DA's office no longer accepts his referrals of non-listed and non-violent crimes."

READ MORE HERE

NPD Chief Problem Links for Context

THE TALK, VERMONT



Thank you so much for your support and participation in what was formerly The Racism in America Forum and, starting this fall, will be known as The Talk, Vermont. While our focus will be on Vermont, one of the whitest states in the nation, and its efforts to confront and overcome the challenges of racism and other forms of bigotry, we shall draw upon resources both within and beyond the state in guiding our path to a better place.

Read more here

VTCUCC CLASSIFIEDS



Stowe Community Church
Director of Youth Ministry Job Description

MINISTRY DESCRIPTION: The Director of Youth Ministry is responsible for developing and delivering a comprehensive program of Christian Education for youth (6th-12th grades). It is important that the Director inspires and excites the youth of SCC to learn and study the faith by communicating and demonstrating a personal passion for Jesus Christ.

Read more (including how to apply!) HERE!

Vergennes is seeking a Sunday School Coordinator.!!!

The Congregational Church of Vergennes, United Church of Christ, is an Open and Affirming congregation of 135 members seeking a Sunday School Coordinator. We are a vibrant, Christian community—full of life, music, and laughter. We have a long history of deeply appreciating the gifts of our staff in supporting an inclusive, loving, and compassionate ministry in the heart of our little city.

The pay rate is \$25 per hour, and the hours range from 8 to 15 hours per week depending upon applicant interest. We seek a person of faith with experience working with children, who will direct a program of stimulating and nourishing faith formation. If this sounds like the way you want to make a big impact in our community, please contact Rev. Elliott Munn at elliott@vergennesucc.org.

For more information, including the Job Description, please go to the church's website:

https://www.vergennesucc.org/ccfmsearch



Middle School Ministries Coordinator:
First Congregational Church UCC of
Burlington Vermont is looking for a team
player ready to work with youth in a great
location – Burlington, Vermont! The person
hired for this new part-time position will
work with our great team to oversee

programs and service-learning opportunities, facilitating the spiritual development of youth (6th-12th grade). You'll work with middle school youth on Sunday mornings at FirstChurchBTV and with our collaborative youth program (youth in grades 6 thru 12 from both the College Street Church and FirstChurchBTV) one

evening per week and periodically on weekends. Learn more about this opportunity

here: https://bit.ly/middleschoolcoordinator Approx. 6

hours per week - \$20/hour.

We are hiring.

If you have a passion for young people, outdoor recreation and building a community of faith, we should talk!

Stowe Community Church is seeking a Director of Youth Ministry who is ready to build on a solid foundation and bring new life to the growing ministries of SCC. Experience in education or leading a youth-based program is preferred, but a love of Christ and passion for our youth group is a must. Duties include developing an inspiring and engaging ministry for students 6th grades and up; including curriculum, programs, music and maybe a trip to the mountain every once in a while.

Any interested applicants should send a resume or a letter of interest to Marylou Durett at info@stowechurch.org. The position is available for the right person to start immediately.



Stowe Community Church is seeking a Nursery Coordinator, teen or adult, who will provide a dependable, safe, nurturing environment to infants and toddlers, ages three and under. Duties include being silly, giving big hugs, reading stories, cuddling and a diaper change or two.

Any interested applicants should send a resume or a letter of interest to Marylou Durett at info@stowechurch.org. The position is available for the right person to start immediately.

It takes a big heart to help shape little minds and we believe the nursery is the most important room in the Church building. Please help to keep this very important ministry growing!!

VT CONFERENCE EMPLOYMENT OPPORTUNITIES

Christian Education:

Administration & Finance:

Music & Other Lay Ministries:

Music Director- North Pomfret Congregational Church Musician- Tunbridge Church

Don't forget to click below in your email to view the entire newsletter



SAVE THE DATE!

Boundary Training for Authorized Ministers February 22 & 23 9 am to 12 pm



The sun, the sea, and the sand are each aware of their own boundary and that of the other. This is what allows for the creation of a beautiful sunset.

Facilitator:	Rev. Dr. Diane Weible, Ordained Minister & trained facilitator
Structure:	Six hours divided into two Zoom sessions, three hours each day. For credit, participants must be fully present and participate in all sessions. Each topic will include a case study and be discussed as a group prior to breaking out into small groups for discussion.
Topics Covered	Power and Vulnerability Social Media Finances Pastoral Identity and Vocation Self-Care (burn-out, stress, compassion fatigue) Receiving Gifts Boundaries and Church Conflict When a Minister Leaves/Retires Ministers as church members/Ministers in Four-Way Covenants Cultural Boundaries
Cost:	\$60
To Register:	Register by 9 a.m. PT, February 21. Once you register and eligibility for the training is confirmed, you will be emailed the Zoom link.

NEAUCE 2023 SAVE "Beyond Church Walls: Hearing New Voices" May 4 - 6 (Th, F, S)

Pilgrim Pines Swanzey, NH

PATHWAYS pathwaystheological.org

A new year brings new opportunities to learn and grow in faith! PATHWAYS Theological Education, Inc. is pleased to announce our January term online, asynchronous courses that are accessible and affordable for curious Progressive Christians. All courses are designed with the Marks of Faithful and Effective Authorized Ministers at their core, and are helpful to anyone who wants to develop spiritual and leadership gifts for use in the church and the world.

- —United Church of Christ History and Polity, January 11-April 7; this course is designed according to the content recommendations of the UCC History and Polity Network Teachers group (12 weeks, \$625)
 - —Practicing Our Faith in the Public Square, January 11-February 21(6 weeks, \$325)
- —Understanding the Bible as a Progressive Christian, January 11-February 21 (6 weeks, \$325)
 - -The Art of Worship, January 11-February 21 (6 weeks, \$325)

We will also offer a three week Introduction to Supervised Ministry for student ministers and their site supervisors who are participating in the PATHWAYS Supervised Ministry track.

For more information about PATHWAYS as an organization, our courses, and to register, please visit **www.pathwaystheological.org**.

UCC NEWS

For the latest news click here

The Online Learning Platform of the United Church of Christ

How to Contact Vermont Conference Staff

Conference Minister: Rev. Dr. Lynn Bujnak llbvtc@gmail.com
Associate Conference Minister: Rev. Paul Sangreesangreepucc@gmail.com
Office Administrator: Elise Foster vermontconference@gmail.com
Ministries Coordinator: Rev. Jackie Lingelbach vtconmincoor@gmail.com
Bookkeeper: Tanya Frazier vtcfinanceucc@gmail.com

DEADLINE for E-Kit News must be received by **Tuesday of each week**. Please send any and all information to **vermontconference@gmail.com**.

Thank You for Your Support!

Our Churches Wider Mission Basic Support, Association Dues, and Friends of the Vermont Conference make this communication possible.



Connect with us





visit our website at http://www.vtcucc.org/

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"