

*2022 Annual Report*

# Light+Life

COMMUNICATIONS



 **free  
methodist**  
CHURCH USA  
*let there be light*



“2021 ended and 2022 began with the launch of the *new branding* for the Free Methodist Church.”



# 2022 YEAR IN REVIEW

Brett Heintzman Director of Communications

*2022 has been a wonderful year for Light + Life Communications. This report reflects the impact that Light + Life has had in the last 12 months. Here are just a few ways we have worked to resource the church.*

## **New FMCUSA Branding**

2021 ended and 2022 began with the launch of the new branding for the Free Methodist Church. Our gifted designers and web specialist brought it to life in every aspect of our digital presence. From our main website **fmcusa.org** to email signatures – documents to letterhead – social media to publishing, the new branding has been rolled out.

## **Saying “Yes”**

In addition, we have been blessed to say “yes” to designing new branding for Annual Conferences, churches, and parachurch ministries. This reflects our sincere commitment to bring value to the greater church.

## **New Membership Material**

“You Are the Church” is our newly published membership material and it has resonated well in our people. Over 2000 copies have been sold this year!

## **Light + Life Magazine**

Having been awarded the “Award of Merit” from the Evangelical Press Association in 2022, we continue to see increased readership with our magazine – now in its third year of being fully digital and online. The Light + Life Weekly email has a subscriber list that is over 6,700 and growing.

## **RAÍCES**

Our children’s curriculum, ROOTS is now being published in Spanish and used throughout Latin America. This has been a collaborative effort between L+L staff and the Latin American Team. We are blessed to be offering layout and design services of this new version of ROOTS.

## **Our Gifted Team**

Our incredible team is to be commended for their work. Our team consists of **Jeff Finley**: Executive Editor of Light + Life Magazine, **Karen Kinnaman**: Social Media Content Strategist, **Douglas Britt**: Web Technician and Administrative Assistant, **Matthew Alte**: Distribution Center and Customer Service Manager, **Karen Cantú**: Graphic Designer, **Carl Brand**: Graphic Designer, **Heather Utley**: Web Designer and **Barb Heintzman**: Yearbook Editor. Light + Life is blessed by the servant attitude and giftedness of these fine people.



# Light+Life

## Light + Life Weekly

The Light + Life Weekly email newsletter reaches **6,700** people every Tuesday with a strong open rate of **30%**. According to the latest marketing industry data, the average open rate for email marketing ranges from **17%** (Smart Insights) to **21%** (MailChimp). Encourage your friends and family to visit [lightandlife.fm](https://lightandlife.fm) and click Subscribe to not miss out on any new articles or podcast episodes.

## Podcast

The Light + Life Podcast continues to attract new listeners via the Light + Life website and a variety of streaming services including **Anchor, Apple Podcasts, Google Podcasts, Pocket Casts, RadioPublic, and Spotify**. The year began with an especially moving episode as **Linda Prince** and her husband, **Pastor David Prince**, shared about Linda's miraculous healing after two dozen years of suffering the debilitating effects of multiple sclerosis. Other notable guests in 2022 have included award-winning author and historian **Kevin Watson**, "Toxic Discipleship" author **Denny Wayman**, Chaplain Larry Petry of Heritage Ministries, **J.R. Rushik** and **Chris Pulice** of the Church Development Network, **Pastor Benjamin Robinson** of

Lineage Church, **Becky Townley** and **Rosie Godfrey** of the Free Methodist Church UK, Bishops Search Committee Co-Chairs **Alex Soto** and **Bishop Emeritus David Roller**, and **Dustin Weber** and **Erick Ewaskowitz** of Mission Igniter.

## Relevant Themes

Each month, Light + Life explores a theme to disciple readers and connect with the mission, vision, and values of the Free Methodist Church. Many of the articles correspond with episodes of The Light + Life Podcast.



The year began with a focus on "Spiritual Hunger and Thirst" featuring the insights of Asbury Theological Seminary's **David R. Bauer** and coverage of the online National Prayer Summit. For much of 2022, Light + Life has emphasized how emerging and experienced Free Methodist pastors and leaders heard God calling them to ministry

and the ways in which they are currently living out their calling.

**A.J. Hicks, Jenny Rivera, Greg Kannon, Jen Westervelt, Mike Chong Perkinson, Chris Smith, Justin Ross, Eleitino "Tino" Tuiasosopo, Rick Reynolds, Zoe Hatcher, Bishop Emeritus Donald N. Bastian, and Gilbert Hafashimana** revealed the powerful ways in which they have been led by the Holy Spirit.

In recent months, Light + Life has explored topics such as freedom in Christ, igniting a Spirit-fueled movement, and the call to pray for General Conference 2023. This month, Light + Life is spotlighting "Psalms for Today" with a variety of authors, pastors, and theologians reflecting on passages in the book of Psalms. Next month, we will explore "Walking the Free Methodist Way" with key leaders' perspectives on how to walk in our core values.

## Honored by Peers

This year, Light + Life received an **Award of Merit from the Evangelical Press Association** with a higher ranking than online publications from larger denominations. The judges called Light + Life **"a solid publication, effectively meeting the needs of readers — truly, 'light and life' for your denomination."**

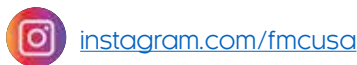




## Free Methodist Church – USA Platforms

We utilize four platforms for the Free Methodist Church – USA which includes Facebook, Instagram, Twitter and Pinterest. Our Facebook page has 9,874 likes and 10,770 follows and our Instagram account has 1,399 followers. Our Twitter page has 2,147 followers. Our Pinterest account is set-up with FMCUSA, Light + Life Bookstore and Light + Life Magazine boards. We have an average of between 30 and 130 monthly views. The variance in average monthly views is due to new product promotion.

### *Follow on...*

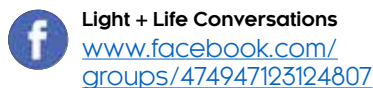


## Light + Life Magazine Platforms

We utilize four platforms for Light + Life Magazine which includes Facebook, Instagram, Twitter and Pinterest. Our Facebook page has 2,607 likes and 2,798 follows and our Instagram account has 580 followers. Our Twitter account has 1,131 followers. On both Light + Life and Revista Luz y Vida Instagram accounts we have added a shopping grid that enables users to click on the URL in the bio of the profile. This will take them directly to an article or to a specific book order page at the bookstore to purchase a product. The Light + Life Magazine Facebook page has two Facebook groups connected to it, one of which is a book club (The Light + Life Book Club), one of which is Light + Life Conversations that currently has 1,319 members.

We post on Facebook and Instagram seven days a week, 365 days of the year. Our posts include queued static posts about our ministries and denominational information, book releases, Light + Life articles, videos, Facebook live events, stories and screen recordings. We tweet five days a week every week with queued static posts, videos, and polls.

### *Follow on...*



## Revista Luz y Vida Platforms

We utilize three platforms for Revista Luz y Vida which includes Facebook, Instagram and Twitter. Our Facebook page has 555 likes and 578 follows and our Instagram account has 26 followers. The Twitter account has 33 followers. Our posts include queued static posts about book releases, articles on Luz y Vida FM, videos, and stories.

### *Follow on...*





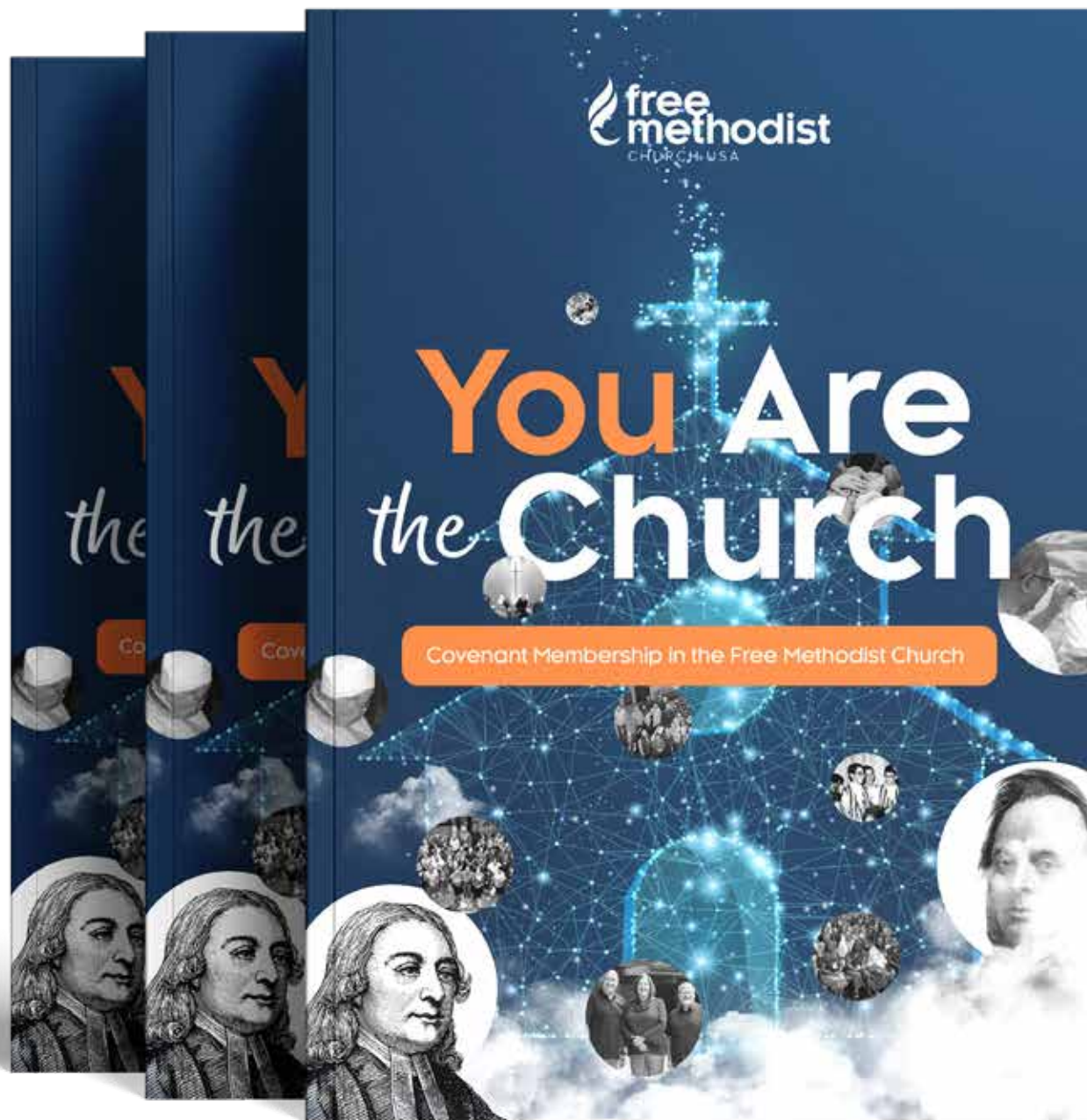
Light+Life

**SOCIAL**

**MEDIA**



# Light+Life PUBLISHING



Click here to view [You Are the Church](#) in Bookstore

## For more than **160 years...**

Free Methodists have chronicled our theology, perspectives, and stories of lived experience through publishing. Light + Life Publishing continues that tradition today.

Additionally, we publish and print our Book of Discipline, annual Yearbook, MEG Manuals, and other church resources.

In 2022 we developed and released a new membership curriculum for the church titled, "You Are the Church." With more than 2000 copies sold, we are blessed to hear reports from local church pastors that this resource is a blessing to them in their ministry.

Also in 2022, three of our current resources were translated into Spanish. "Follow Her Lead" by Bishop David W. Kendall, "Basic Beliefs" by Donald Demaray, and "B.T. and Ellen Roberts and the First Free Methodists" by Howard Snyder and Daniel Runyon have all been translated into Spanish. Copies have been purchased for distribution in Latin America.

The value of publishing in the Free Methodist Church cannot be measured in finances or numbers of copies sold – that is not why we publish. We publish to share our message. If we do not print our theology and perspectives, or message and experiences, who will? We not only publish for today, but also for the generations who will come after us. May the Lord use our publishing to solidify the message of holiness and power in our people now, and for generations to come.



[Hope Shouts Louder](#)



[Toxic Discipleship](#)



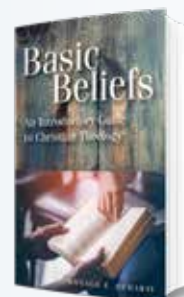
[The Missional Pastor](#)



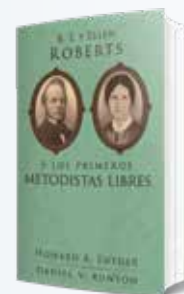
[Siguiendo Sus Pasos](#)



[Thy Presence My Light](#)



[Basic Beliefs](#)  
[\(New Printing and Design\)](#)



[B.T. y Ellen Roberts](#)  
[y los Primeros](#)  
[Metodistas Libres](#)

### **Statistics in the last twelve months:**

- 1,739 orders placed
- \$94,000 in sales
- 5,000 items purchased



# Light+Life

## Recent podcasts

*Collaboration in West Indianapolis*  
West Morris Church

*The Open Door* with Dr. David Thomas

*Planting seeds of the Word in Teens*  
Laura Colberg and FM Bible Quizzing

*Crossing the Racial Divide*  
with Patrick McNeal and Kurtis Koffkey

*Spiritual Hunger and Thirst*  
Learn about the National Prayer Summit ONLINE for 2022

*God Heals 24 years of MS*  
The Testimony of Linda and David Prince

*Toxic Discipleship In the Church* with Denny Wayman

## Where to listen

click **icon** to access all episodes on your favorite feed  
or click **episode title** to go to specific podcast



*Old or New School Methodism*

Dr. Kevin Watson on the fragmentation of a theological tradition

*Heritage Ministries* with Chaplain Larry Petry

*Church Development Network - We Plant Churches*  
with Chris Pulice and JR Rushik of Church Development Network

*Lineage Church* with Pastor Benjamin Robinson

*Hope Shouts Louder* with Becky Townley and Rosie Godfrey

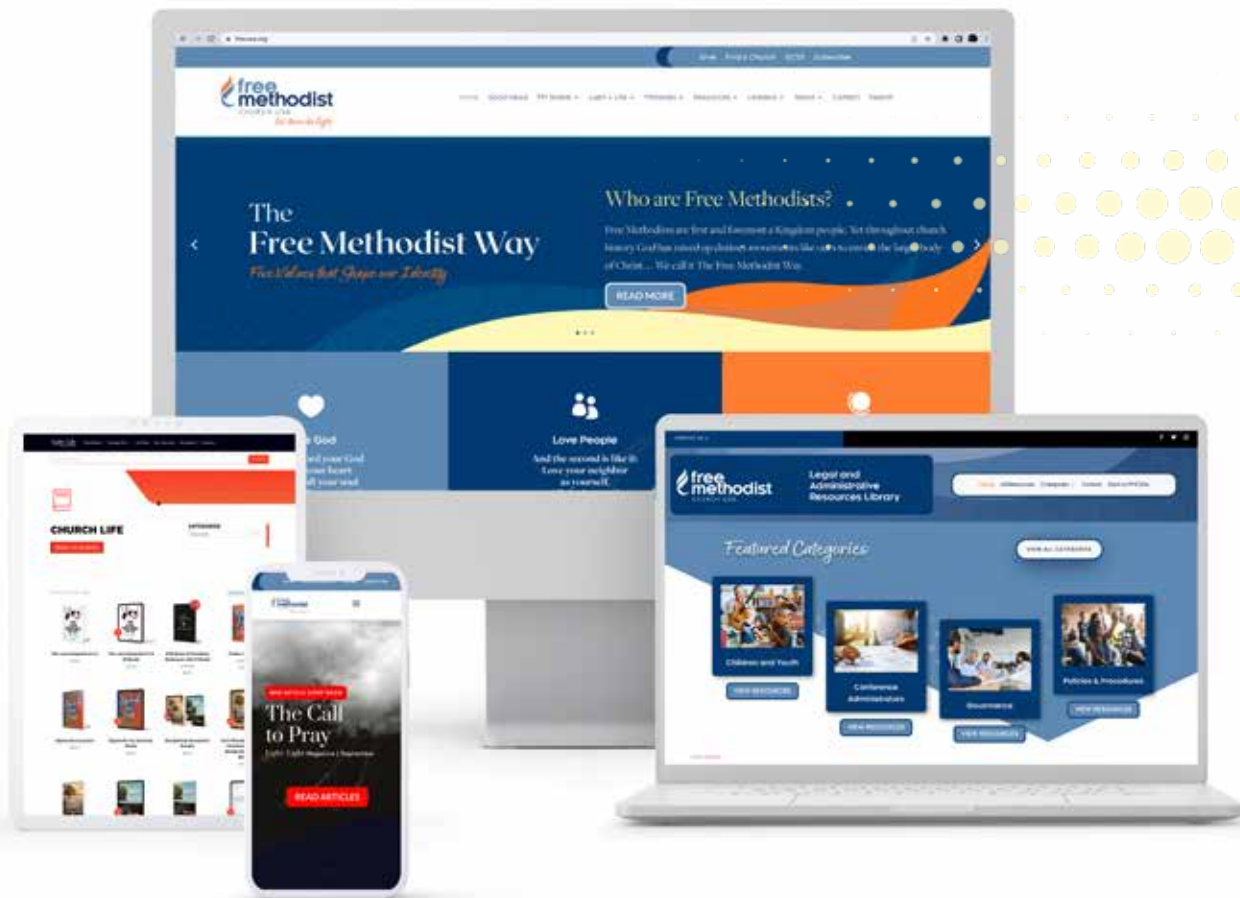
*The Bishop Search Committee Process*  
with Bishop David Roller and Alex Soto,

*Mission Igniter - A Church Planting Incubator*  
with Dustin Weber and Erick Ewaskowitz





*More **episodes** are  
added regularly!*



## Updating our websites to coordinate with new FMCUSA branding was a *huge initiative* for Light + Life in 2022

### Full Rebuilds + New Builds:

Light + Life Bookstore

[freemethodistbooks.com](https://freemethodistbooks.com)

Legal & Administrative Resources Library

[legal.fmcusa.org](https://legal.fmcusa.org)

Center for Pastoral Formation

[leadership.fmcusa.org](https://leadership.fmcusa.org)

Free Methodist World Missions (pending)

GC23 [www.gc23.org](https://www.gc23.org)

### Design Updates and Navigation Improvements:

Free Methodist Church USA

(improved homepage, navigation menus, and headers)

[fmcusa.org](https://fmcusa.org)

National Prayer Ministry

[npmfmc.org](https://npmfmc.org)

### Updated Web Resources:

Pastor/Leader Resources

[fmcusa.org/resources](https://fmcusa.org/resources)

We Believe: Statements of Belief

[fmcusa.org/webelieve](https://fmcusa.org/webelieve)

Position Papers

[fmcusa.org/resources/position-papers](https://fmcusa.org/resources/position-papers)

Logo & Brand Guidelines

[fmcusa.org/logo](https://fmcusa.org/logo)

Leadership Teams with Contact Forms

[fmcusa.org/leaders](https://fmcusa.org/leaders)

Annual Calendar

[fmcusa.org/calendar](https://fmcusa.org/calendar)

Chaplains Association

[fmcusa.org/chaplains](https://fmcusa.org/chaplains)



# Light+Life WEBSITES



## Magazine

Luz y Vida magazine serves our Spanish-speaking churches with the same great content available to our English speakers. Our commitment is to provide a bi-lingual experience in our weekly emails.

## Social Media

Luz y Vida utilizes three social media platforms through Facebook, Instagram and Twitter. Our Facebook page has 555 likes and 578 follows and our Instagram account has 26 followers. The Twitter account has 33 followers.

## Follow on...



[www.facebook.com/  
LuzYVidaRevista](https://www.facebook.com/LuzYVidaRevista)



[instagram.com/  
revista\\_luz\\_y\\_vida/](https://www.instagram.com/revista_luz_y_vida/)



[twitter.com/  
RevistaLuzYVida](https://twitter.com/RevistaLuzYVida)

We post content to these platforms at least six times per week and our following continues to grow. Post content includes Instagram stories, Facebook and Twitter videos and static posts promoting articles, discipleship material, resources, books and upcoming events.

## Publishing

Light + Life Publishing continues to invest in translating resources into Spanish. This year we have translated "Basic Beliefs" by Don Demaray, "B.T. and Ellen Roberts and the First Free Methodists" by Howard Snyder and Dan Runyan, and "Follow Her Lead" by David W. Kendall. Plans are already in place to translate the coming 2022 MEG Manual and "You Are the Church", our Free Methodist Membership Material.

# Luz *y* Vida





## Revista

La revista Luz y Vida sirve a nuestras iglesias de habla hispana con el mismo gran contenido disponible para nuestros hablantes de inglés. Nuestro compromiso es proporcionar una experiencia bilingüe en nuestros correos electrónicos semanales.

## Redes sociales

Luz y Vida utiliza tres plataformas de redes sociales a través de Facebook, Instagram y Twitter. Nuestra página de Facebook tiene 555 me gusta y 578 seguidores y nuestra cuenta de Instagram tiene 26 seguidores. La cuenta de Twitter tiene 33 seguidores.

## *siga con nosotros*

[www.facebook.com/  
LuzYVidaRevista](https://www.facebook.com/LuzYVidaRevista)



[instagram.com/  
revista\\_luz\\_y\\_vida/](https://www.instagram.com/revista_luz_y_vida/)



[twitter.com/  
RevistaLuzYVida](https://twitter.com/RevistaLuzYVida)



Publicamos contenido en estas plataformas al menos seis veces por semana y nuestros seguidores continúan creciendo. El contenido de la publicación incluye historias de Instagram, videos de Facebook y Twitter y publicaciones estáticas que promocionan artículos, material de discipulado, recursos, libros y próximos eventos.

## Editorial

Editorial Luz y Vida continúa invirtiendo en la traducción de recursos al español. Este año hemos traducido “Creencias básicas” de Don Demaray, “B.T. y Ellen Roberts y los primeros metodistas libres” de Howard Snyder y Dan Runyan, y “Sigue su ejemplo” de David W. Kendall. Ya hay planes para traducir el próximo Manual MEG 2022 y “Tú eres la Iglesia”, nuestro Material de Membresía Metodista Gratuito.



A full-page background image featuring a silhouette of a person with their arms raised in a gesture of praise or joy. They are standing in a field of tall, golden grass. The sky is a warm, hazy orange and yellow, suggesting a sunset or sunrise. Numerous birds are captured in flight across the sky, their silhouettes dark against the bright light. The overall mood is one of freedom, hope, and spiritual uplift.

# 22

*conference logos  
re-branded*





# Light+Life DESIGN

## Design Projects 2022

*In addition to the graphic design resources that go into producing Light + Life materials across all our various media and the rollout of new branding for FMCUSA, we have been able to offer design support in many areas this past year.*

## igniting a *Spirit-fueled* movement

### GC23 Conference

Planning begins early for Annual Conference. We developed logo, branding and videos to keep event on peoples minds. Our website ([gc23.org](https://gc23.org)) will house all the resources needed to keep people up to date on registration, events and much more.

### FMCUSA Annual Conferences

This year the Light + Life Design team was on a mission to align all FMCUSA Annual Conferences' visual identity with our new denominational branding that debuted in January 2022.

Through a period of six months we conveyed a series of multiple meetings with each of the Superintendents and their teams to gather information to create a verbal identity, which would then articulate the key elements for their very own visual brand development.

### National Prayer Ministry

We took the opportunity to solidify and create a new visual identity for the National Prayer Ministry. The new brand and more appealing visual campaigns have helped to encourage a creation of a culture dedicated to a perpetual growth in regards to prayer.

### Other highlights:

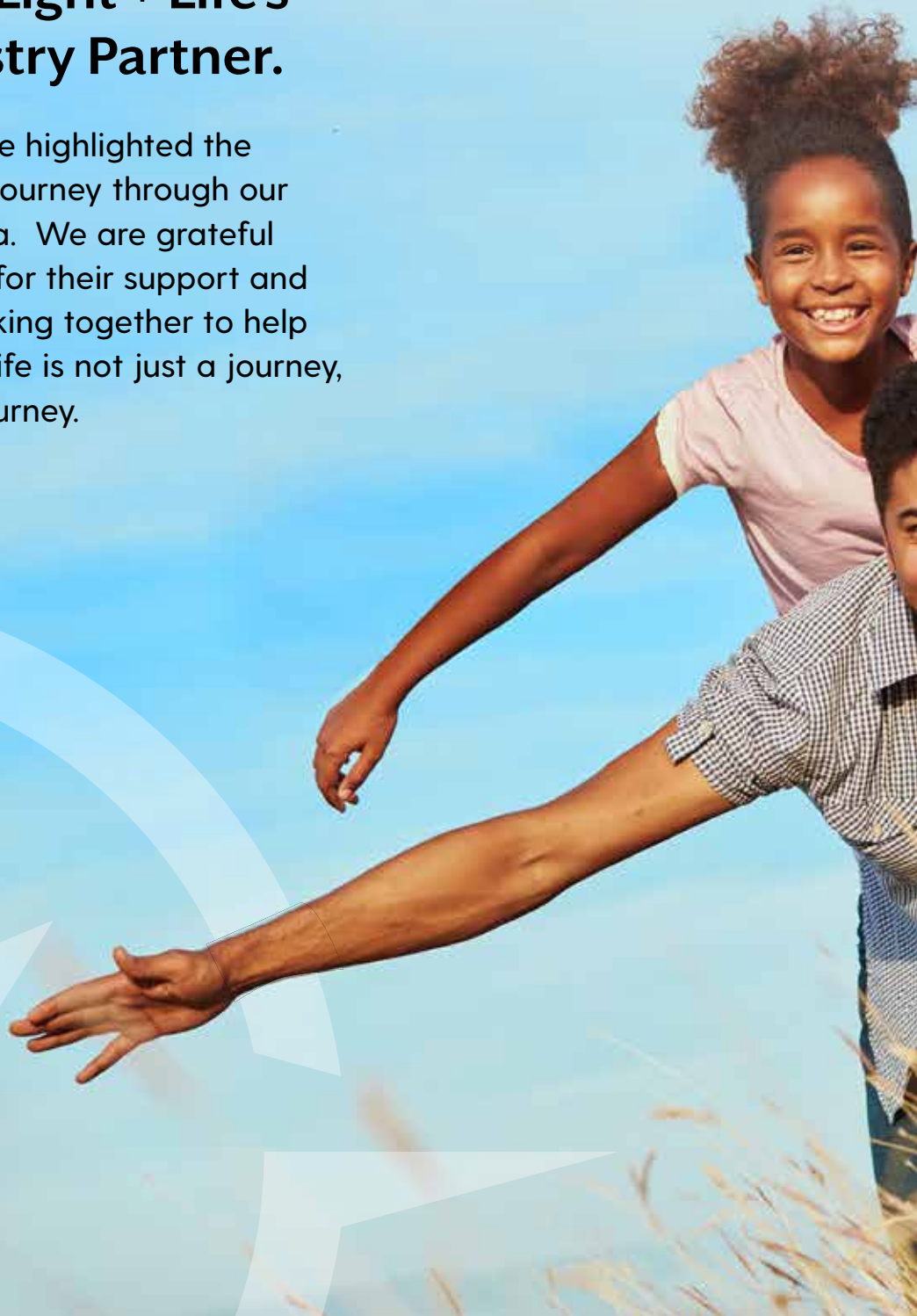
- **The Center for Pastoral Formation** of the Free Methodist Church (logo, video)
- **The Light+Life Bookstore** (updated website, logo, mockups, newsletters and graphics)
- **Maple Leaf Community Collaborative of the Pacific Northwest Conference** (Logo)
- **Greater Works Church** (Branding)
- **Semillas for Light+Life Kids** (Logo)
- **Enter His Presence: 2022** Bible Quiz Finals for Asbury University
- **Quick Start Guide to Church Planting** for Southeast Conference.
- **Chaplains Association** (brochure, logo)
- **Tricon Conference** (support and branding)
- **Pace Setting Event** (brochure)

We thank you all for collaboration on these important projects!



## **FM Financial is Light + Life's Signature Ministry Partner.**

Throughout 2022 we have highlighted the Stewardship Well Done Journey through our website and social media. We are grateful to FM Financial Services for their support and partnership. We are working together to help share the message that life is not just a journey, but it is a stewardship journey.





Learn more about the Stewardship Well Done Journey at  
**[fmfinancial.org/stewardship](https://fmfinancial.org/stewardship)**.

**Priorities**



**Essential Documents**



**Retirement**



**Saving**



**Legacy**



**Budget**



**Emergency Fund**



**Debt**



**Plan**







[fmcusa.org](http://fmcusa.org)

Light+Life

[lightandlife.fm](http://lightandlife.fm)

Luz y Vida

[luzyvida.fm](http://luzyvida.fm)