



# CHURCHES in harmony

*Transforming the lives of young adults across greater Madison, inviting them into authentic, in-person community, centered around Christ*

Newsletter – February 2, 2025

## **The Plan, Part 1: Digital Presence**

---

Pastor Michael Erdman

Hopefully, you have seen our Churches in Harmony handout (if not, please pick one up; they should be available at all our churches). It includes a summary of our plans for 2025, with four main objectives. Over the coming weeks, I'd like to give you more details for these plans, starting with the first one: Digital Presence.

If we really hope to reach young adults in the Madison area, we will need to meet them where they are at: online. Churches often spend a lot of time thinking about their sign out front or about ads in the newspaper. These things don't work anymore. As a Millennial myself, I can be standing outside a store and then pull out my phone and look up its website to find information. Many people in Gen Z won't even do that. Instead, they might search for a TikTok video or Instagram post about the store in question. The sign hanging in the window might as well be invisible. The decision to enter the store rests entirely online.

Our website and social media accounts are our front door. They are the first (and hopefully not last) impression. If we want that to be a good impression, we also need something else: regular content. Social media is built around a constant stream of new pictures, messages, and videos. To be seen on social media, we will need to make new content all the time.

Podcasts are one way to make regular content. They are kind of like radio shows, but you can listen to them any time on your phone or computer. They are very popular with the young adults we are hoping to reach. We plan to make a podcast for the Churches in Harmony, so that we will always have something new to put online.

Of course, setting all of this up will be a big project. We will certainly need a team to work on it. We may also need to hire help with the initial setup. If you are interested in joining this team, please talk to Pastor Erdman or anyone on the Partnership Council.

## **Evening Bible Study, Tuesdays @6:30pm at Immanuel**

---

Pastor Michael Erdman

As we begin pursuing our vision of reaching young adults here in Madison, we need to start holding events that fit into their schedule. A first step in that direction is this Bible Study on Tuesday evenings at 6:30pm at Immanuel. (This Bible Study will not meet on weeks with a Game Night.) You do not need to be a young adult to attend; all are welcome. That said, if you are a young adult, we would love for you to join us and meet the rest of the group!

## **Harmony Game Night, next on Feb 4 @5:30pm at Monona**

---

Pastor Michael Erdman

Game night has started again for the new year! The next game night will be hosted by Monona. They are always on the first Tuesday of every month, starting at 5:30pm with a meal. After the food, we will play a variety of games. We encourage you to bring your own favorite board/card games to share with the group. If you can't make it for the meal, you can still join us for the games. The games usually start around 6:30pm.

## **Churches in Harmony Potluck, Feb 16 @12:15pm at St Paul**

---

Pastor Michael Erdman

The partnership will be hosting another potluck on February 16th at 12:15pm at St Paul. Look for a signup sheet at your church. We are looking for a good mix of dishes, sides, drinks, and desserts, so make sure to see what other people have signed up for at your congregation. (Of course, this will be right after Valentine's Day, so bonus points if your dish can fit the theme!)