



Peralta Memorial United Methodist Church

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We Serve Christ So All Will Follow Him

THE 80/20 RULE FOR SOCIAL MEDIA

A few weeks ago I had the privilege of attending our New Mexico Annual Conference, the yearly gathering of pastors and church leaders of the United Methodist Church in New Mexico. Bill Killough and Wayne Sharp were the representatives from Peralta Memorial UMC, and Micky Killough was an alternate member. This year's Annual Conference was in Roswell. Next year's Annual Conference will be in Las Cruces in early June.

New at Annual Conference this year were "Early Bird Sessions" presented the day before the official start of the conference. There were many topics we could choose from, and one of the sessions I attended was about effectively using social media like Facebook, Instagram, and Twitter to promote your church. Our presenter was Rev. D.G. Hollums, a friend and colleague of mine who recently served as the pastor of High Desert UMC in Rio Rancho. For the past year, Rev. Hollums worked in Nashville as the Minister of Online Engagement with United Methodist Communications. He worked to craft the presence of the United Methodist Church on social media at a denominational level.

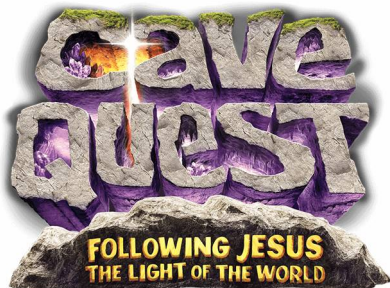
One of the recurring themes in Rev. Hollums's presentation is the *80/20 Rule for Social Media*. Many of you have probably already heard of the 80/20 rule in churches and volunteer organizations, where it is sometimes estimated that twenty percent of the people do eighty percent of the work. However, in social media, the 80/20 Rule is different. On Facebook, Twitter, and Instagram, eighty percent of the church's posts should be about non-church events and only twenty percent of the posts should be about activities directly related to the church.

At first thought, this *80/20 Rule for Social Media* seems contrary to our reason for having a social media account. Aren't we supposed to promote the church? Well, in social media, the goal is to create community. Have you ever had a friend who keeps talking and talking about himself, and never lets anyone get a word in edgewise? It doesn't foster very good conversation, and eventually people stop paying attention. Similarly, in social media, people want to see and hear the church engaging the community, not just talking about itself. When I heard this, the light bulb in my brain lit up! I had always seen our social media presence as something of a bulletin board instead of an opportunity to build community and engage in dialogue.

What, then, should the church be posting on social media? Some ideas include comments on local, national, and worldwide current events and stories about the ways the church engages the world around us. Pictures and memes (with text in the photo) get a lot more eyeballs than simple words. The online community savors discussion and engagement, even though online discussions will never fully replace personal conversations. Then, once people online recognize that the church cares about the community and that their comments are welcome, folks online will pay more attention to the twenty percent of postings about events at the church that are also posted online.

What would happen if we aligned all our outreach efforts with the *80/20 Rule for Social Media*? What if, instead of talking all about the church, we engaged people in our community in issues that mattered to them? Did Jesus do this? How might such a principle change the way we are disciples of Christ? It's something for us all to ponder, and it might help shape the way we do ministry.

Pastor David



Cave Quest was a GREAT success with 80 children enrolled – and plenty of youth and adult helpers. Shelby Eubank, Jessica Meyer and C.J. Huff opened each session by leading the singing with great enthusiasm as the children raised their voices in praise.

The children also enjoyed “Deep Bible Quests”, “Imagination Station”; snack service and “Kid Vid Cinema” – which all encouraged them to ‘follow Jesus, the Light of the World’. Each day also included a Bible point and verse.

All of this takes lots of work, planning, and dedication so we thank Shawnda Lumpkin, Robyn Albani and Melodie Huff and LOTS of others...not to mention many thanks to all the parents, too.

With 80 children enrolled in VBS, wouldn't it be wonderful to see an increase in all of our Children's ministries? Let's pray and dedicate ourselves to that cause.



Pancake Breakfast -- Peralta Memorial United Methodist Church's United Methodist Men are holding a Pancake Breakfast on Sunday, July 10th from 7:00 am to 1:00 pm. The members of UMM will be selling tickets for the breakfast starting now. Tickets for the breakfast are \$8 for adults and \$4 for children (12 and under). Please join the Men for a tasty breakfast on

July 10th. Contact one of the UMM members or Dan Rose at 480-4926, to purchase your tickets.

Isotopes Baseball -- PMUMC's UMM is organizing an evening of family fellowship at Isotopes' Park. Seventy tickets have been reserved at \$12.50 each. Please plan to join the UMM for a church outing on August 7th – the game starts at 6:05 pm. Hurry and reserve your tickets by contacting Dan Rose 489-4926, as twenty have already been sold.






PRAYER WARRIORS

Prayer For Our Nation

God of Justice and Truth,
we ask your blessing on our nation.
Thank you for the freedoms we enjoy,
especially those we take for granted.
Thank you for the diversity of our people
and enlarge our capacity for tolerance
and mutual respect.

As we celebrate our independence as a
sovereign nation, may we also
celebrate our interdependence.
Make us mindful of the blessings of our
rich and abundant land.
May your gracious Spirit inspire us to
work together to meet the challenges
of our times.

★ With all hope, faith, and trust in you,
we pray.
Amen.

 **Sadlier**
www.WeBelieveandShare.com

Please be in prayer for each of these on our continuing prayer list. If you know of anyone else who needs to be added, please call Ruth at 869-4842 or the church office, 865-9334.

Pastor David & Family	Valencia County Abundant Grace Free Store	Lynn Schultz	Erma Ward
Karel & Martha Pekarek	Don & Peggy Gleichman	Dorothy Marta	Mike Heppler
Conrad Joseph Hughes-Faganello	Marj West	Cure for Cancer	Eva Timmons
Jim Kubisak	Janette Baughman	Jim & Melba Derossett	Larry Hardy
Joleen Baughman	Karen Fastnacht	Nate Meyer	USA Leaders
Michael Garrison	Terry & Cheryl Huber	Our Freedom	Richard & Linda Darnell
All Caregivers	Anne Cassidy-Vigil	All military & their families	Randy Ward
Mike Romero	Bill Lynch	Debbie Hester-Rael	

**You're
Invited**



Please come to a reception wishing
Donald Honeyfield a Happy 90th Birthday
on Saturday, July 23rd at the
Bosque Farms Community Center
from 2:00-4:00 pm.



**Don Honeyfield
is 90!!**

If unable to attend, please consider sending Don a card
at 34 Honeyfield Lane, Peralta, NM 87042

REMEMBER THE AUBREY NOTMAN LIBRARY IS
OPEN BETWEEN SERVICES ON SUNDAY
AND IS AVAILABLE AT ANY TIME



*Aubrey Notman
Memorial Library*

If you wish to visit, you may get a key from Genevieve or call Chris (865-7864) for an appointment and she will come and meet you there! We have some interesting new titles for which we are grateful and which are worth checking on! July is a month with no meetings, so maybe you will have extra time for reading in the shade.

Why not see if you have had books checked out for some time? You can bring them on Sunday morning and check out some more or just leave them outside the library door. For more information contact Marianne Lynch or the church office at 865-9334.



Mary Circle/United Methodist Women does not meet in July, so our next meeting is on August 9 with a guest speaker. See you in August at 9:30 am in Fellowship Hall!



Parents and Children Together

In May I wrote about how P.a.C.T. is growing in numbers and that is great news!! But what is even better is the fellowship enjoyed and friendships made. The goal is to create a community of families with young children that will support each other, pray for each other, and reassure each other that we are not alone in the joys and challenges of raising young kids.

Children play and parents "hang out" together and maybe make plans for the future. **They enjoy a potluck lunch on the Third Thursday of the month** at about 11:00 AM and are finished at about noon!

But the some of the parents and children gather at the park EVERY Thursday morning for fun and connections! The connections, the belonging, is the real blessing. I know it is a blessing to me. I rejoiced this morning as I recognized some of the smiling, young-faced moms bringing children to VBS. I knew them and they knew each other and they knew me, even the little ones--that is what the kingdom of God is like in the park or in the church. The glow, that feeling of being connected to the energy of the young stayed with me all day! Join us sometime, you can "belong," too!

For more information **contact Breanne Green at 350-1365**, Chris Knox at 865-7864, Pastor David or the church office at 865-9334.

Crafty Ladies



July is the month we start our extra meetings, as time is fleeting by and the bazaar is appearing on the horizon!

So mark us on your calendar now for **July 5, 6, 19 and 20**, that is first and third Tuesdays and Wednesdays of the month – meeting from 9 am until about 2 pm, lunch included.

Welcome to all! We need your help! We have jobs for everyone, no matter what your talent or lack of it! (There are lots of preparations that require hands but not necessarily creative skills!) Our attendance has dropped a bit and we need new

workers, please give us some consideration and prayers.

We thank all of you for your donations because our needs are always changing as our projects change. This month 8 oz. sealable canning jars and gallon cans are still on the list, but we are also looking for colored metal plates, bowls, cups and saucers. (If you remember, some were blue with black or white specks and some very bright colors.) Please bring items to the church at any time or directly to us on meeting days. We thank you!

For more information call Lois Meadors at 865-6791, Kelley Green at 865-6975 or the church office.



Tutoring is going great with 6 students and 2 tutors, so we are able to work one on one with the children at 3 different sessions from 9 AM - Noon on Fridays in June and July.

Four of the children are not from our church, but one family came to VBS this past week! Parents are grateful for this service and the children are very receptive!

Thank you to this church for supporting this mission.

Chris Knox and Gayle Stayton



MARK YOUR CALENDAR
5TH SUNDAY POTLUCK
FELLOWSHIP LUNCH
AFTER 2ND SERVICE
ON JULY 31ST
IN THE AUDITORIUM

Hymn History

The Star-Spangled Banner-1814



"For our citizenship is in heaven, from which we also eagerly wait for the Savior, the Lord Jesus Christ." Philipians 3:20

It was a deadly September attack on America. Casualties on our own shores. The nation's capitol targeted. The White House in danger. Terror. Heroes.

One hero was Francis, a Georgetown attorney heavily involved in national politics. An evangelical Christian, Francis taught Bible classes and witnessed boldly, once telling a friend in Congress, "Christ alone can save you from the sentence of condemnation." He also wrote hymns like this one:

*Lord, with glowing heart I'd praise Thee, / For the bliss Thy love bestows,
For the pardoning grace that saves me, / And the peace that from it flows;
Help, O God, my weak endeavor; / This dull soul to rapture raise;
Thou must light the flame, or never
Can my love be warmed to praise.*

But nothing prepared Francis for the hostage-recovery mission he undertook at the request of the president of the United States. He was seeking the release of a prominent physician, Dr. Beanes, who had been taken captive. During that assignment he was detained by enemy troops and forced to watch a brutal assault on the eastern seaboard.

Toward the morning of September 14, 1814, when it became clear that American forces had withstood the 25-hour bombardment, Francis Scott Key penned another hymn, scribbling it on the back of an envelope. The first stanza we as know, but have you ever sung the last stanza of "The Star-Spangled Banner"?

*Blest with victory and peace, may the heaven-rescued land
Praise the Power that hath made and preserved us a nation!
Then conquer we must when our cause it is just.
And this be our motto: "In God is our trust."
And the star-spangled banner in triumph shall wave
O'er the land of the free and the home of the brave.*

After sunrise, the British released Francis, and back in Baltimore he wrote out this hymn in fuller form and showed it to his brother-in-law, who promptly gave it to a printer who ran off handbills for distribution on the streets. One copy landed in the hands of an unknown musician who adapted it to the tune "To Anacreon in Heaven." So was born the patriotic hymn that was to become our national anthem.

(Story taken from Then Sings My Soul, by Robert J. Morgan.)



July 1 – Justin Heppler
 July 2 – Joshua Demick
 July 3 – Kaye Groves
 July 3 – Joshua Parker
 July 4 – Trevor Green
 July 5 – Jenna de la Rosa
 July 6 – Kylie Colvill
 July 6 – Michael Nunez
 July 7 – Landon Rindels
 July 9 – April Smith
 July 10 – Marji West
 July 12 – Maddy Honeyfield
 July 15 – Madeleine George

July 15 – Santi Garcia
 July 16 – Leah Whiteker
 July 17 – Eva Timmons
 July 17 – Reagan Green
 July 18 – Jasmine Martinez
 July 18 – Tanner Medina
 July 19 – La Nelda Ross
 July 20 – Lisa Inman
 July 21 – Dorothy Rose
 July 22 – Earl Thompson
 July 22 – Sunshine Van Curen
 July 24 – Francine Ferguson
 July 25 – Hannah Lumpkin
 July 26 – Lana Fastnacht
 July 27 – Ashley Cook
 July 28 – Don Honeyfield
 July 28 – Bob “Red” Knowlton
 July 29 – Sharon Ramirez
 July 29 – Connie Irwin
 July 30 – Jessica Matsutani
 July 31 – Kendall Platt



JULY
 ANNIVERSARIES

July – Ty & Katie Harris
 July 5 – Kristine Mather-McRae & Tracy McRae
 July 5 – Earl & Helen Thompson
 July 18 – Buddy & Jennifer York
 July 30 – Thom & Rebeka Knowlton
 July 31 – Ruben & Kristy Garcia

AfterShock - Youth Group

Turning the hearts of youth and family to God and each other.

Summer break for the Aftershock youth has already been pretty busy. We took a camping trip to Jemez and Fenton Lake and had a great relaxing time in the mountains. It was pretty cold early in the morning and we all slept with every stitch of clothing we had, all at once. It was beautiful and refreshing all in all.

VBS was really good this year and the youth helpers have all done a fantastic job leading the kiddos through Cave quest! We will be preparing for the mission trip to Cimarron next to host VBS for the community there. We always have a great time seeing kids from the past years there and meeting new ones. The Aftershock youth completely lead this mission and we are always proud of how well they do.

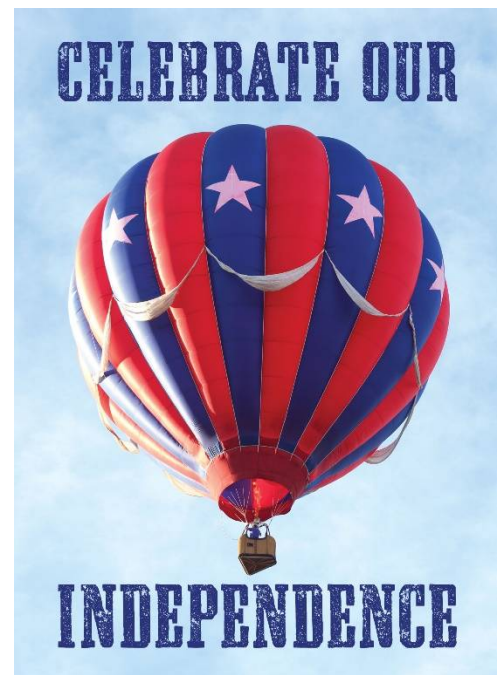
August 7th the youth group has been invited to join the United Methodist Men and others from the church in attending the Isotopes baseball game. There will be no regular youth group that evening so that we can see the game. Aftershock youth meet most every Sunday from 6 to 8 pm for a meal, games, and Bible study. All youth 6th grade and up are invited to join us in the community building for group. If you have any concerns or questions please call Marlow Frasier at 505-480-3621.



**Monday
July 4th**

**Enjoy Your
Celebration**

Be Safe



JULY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
NO MEETINGS THIS MONTH!!!					1 No Tutoring today	2
3 8:30 – Worship 9:45 – Sunday School 11:00 – Worship 12:15 – Youth LT, F.H. No Bell Choir – summer break 5 pm Youth Praise Band 6 pm AfterShock Youth	4 – Independence Day Church Office is closed No Food Pantry today	5 RRFB food delivery Crafty Ladies, Fell Hall, 9 am to 2 pm 6-7:30 – Study, #203	6 Crafty Ladies, Fell Hall, 9 am -2 pm 6 pm – Praise Team 6 pm Bible Study #101 7:00 - Choir	7 No Exercise No GriefShare 6:45-8:45 – Boy Scouts, Ed. Bldg. 7 pm – Building Committee, #201	8 Tutoring, Fell Hall 9 am to 12 noon	9 Threads of Love, Fell Hall-10:30 am Auditorium set up for Sunday
10 7:00 am to 1:00 pm– UMM Pancake Breakfast - Auditorium 8:30-Worship 9:45-Sunday School 11:00-Worship 5 pm – Youth Praise 6 pm-AfterShock Youth	11 Food Pantry, 10 am to 12:30 (9-1) Emmaus #101, 6:30	12 UMW/Mary Circle, not meeting this month, see you in August!	13 6 pm Praise Team 6-8 Bible Study, #101 7 pm - Choir	14 Exercise, FH, 9 am 6:30, GriefShare #103 6:30 – Common Ground, #204 6:45 -8:45 – Boy Scouts Ed Bldg. 7 pm – Building Committee, #201	15 Tutoring, Fell Hall 9 am to 12 noon EMMAUS COMMUNITY, FELL HALL, 6:30 pm	16
17 8:30-Worship 9:45-Sunday School 11:00 – Worship 12:15 – VBS meeting, Fell Hall 5:00 - Youth Praise 6:00 - AfterShock Youth	18 Food Pantry, 10 am to 12:30 pm NMSU set up in Auditorium 12 noon Emmaus #101, 6:30 pm	19 Crafty Ladies, Fell Hall, 9 am to 2 pm NMSU cooking class, Auditorium 9 am -1 pm 6-7:30 – Study, #203	20 Crafty Ladies, Fell Hall, 9 am to 2 pm 6 pm Praise Team 6-8 Bible Study, #101 7 pm Choir	21 Exercise, FH, 9 am P.a.C.T. @ DF Park, 10 am 6:30 GriefShare #103 6:45 -8:45 – Boy Scouts Ed Bldg. 7 pm – Building Committee, #201	22 Tutoring, Fell Hall 9 am to 12 noon (ending)	23
24 7 am – Men’s breakfast, Fell Hall 8:30 – Worship 9:45 Sunday School 11:00 – Worship 5:00 - Youth Band 6:00 - AfterShock	25 Food Pantry, 10-12:30 (9-1) Deadline for August newsletter info Emmaus, #101, 6:30 pm	26	27 6 pm Praise Team 6-8 Bible Study, #101 7 pm Choir	28 Exercise, FH, 9 am 6:30 – Common Ground, #204 6:30 GriefShare #103 6:45 – Boy Scouts, Ed Bldg. 7 pm – Building Committee, #201	29 Set up Auditorium for Sunday lunch	30
31 8:30 – Worship 9:45 Sunday School 11:00 – Worship 5th Sunday Potluck in Auditorium – 12 noon 5:00 -Youth Band 6:00 - AfterShock	August 1 Food Pantry, 10 am to 12:30 Emmaus #101, 6:30 pm	August 2 RRFB food delivery Crafty Ladies, 9-2 Fellowship Hall	August 3 Crafty Ladies, 9-2 Fellowship Hall NMSU set up Auditorium 12 pm 6 pm Praise Team 6 pm Study #101 7 pm Choir	August 4 NMSU cooking class Auditorium 9-1 Exercise, Fell Hall, 9 am GriefShare, 6:30 pm #103 6:45 – Boy Scouts Ed. Bldg.	August 5 EMMAUS, Fell Hall 6:30 pm	August 6