

Marketing Report to Autumn Council, November 3rd 2012.

- **Hand in Hand** – A copy has gone out to all Parishes or Team Ministry – it would be good to know how they have been used. Copies are available at the discounted price of £1.50 – usual price £2.00
- **Families First** -The number of members taking out a subscription has increased. The November/December issue will be going into 2910 shops in the UK - 43 shops in our Diocese, we need to make sure that 3 copies are purchased from these shops to ensure that Families First continues to be published. Members can purchase the 6 copies for a subscription of £9. Bought off the shelf the cost is £2.50 per copy - £15 over the year. Taking a subscription saves 40%.
- **Annual Review** – Mary Sumner House has nearly run out of copies of The Seeds we Sow and will need to do a reprint, because this has not been budgeted for there will be a charge. Numbers are required to allow an order to be placed from the Diocese, please let me know how many you need.
- **Make a Mothers Day 2013** – details of the campaign will be available from January 2013 – please encourage your churches to support the campaign. £156,000 raised in 2012.
- **Labelled for Life** . Published following the success of the Bye Buy Childhood campaign. The booklet gives parents useful information in handling the commercialisation and sexualised influences that a child may face, by offering general principles and contacts to use. - Launch date now November 6th 2012 - Price £2.00
- **Manchester Diocese Mothers' Union – out and about** – We have been at the Christian Resources Exhibition at Event City, supported the clergy at the Wedding Fair held at Manchester Central and been at the ALM commissioning service in the Cathedral.
- **Literacy Project Malawi - £42,000.** –The Isle of Man government has promised £28,000 towards this project. The Mothers' Union on the island are fund raising to try to make the other £14,000. Lynne Tembey would like York Province to help to achieve this. Will you organise a Coffee morning on Saturday 6th April in support of this worthwhile project? We are asked to bring the proceeds to Spring Council on April 20th 2013.
- **2013 Theme - The Seeds we Sow** - together with the 'Help us Grow' Road Show, coming to your Archdeaconry early in 2013, will help us achieve the challenge given to each member at the General Meeting – for each of us to introduce a new member into our Branch.
- **Manchester Diocese Mothers' Union is 125 years old in 2013!** - You will be celebrating! Details later today!

Chris Haworth – October 2012

