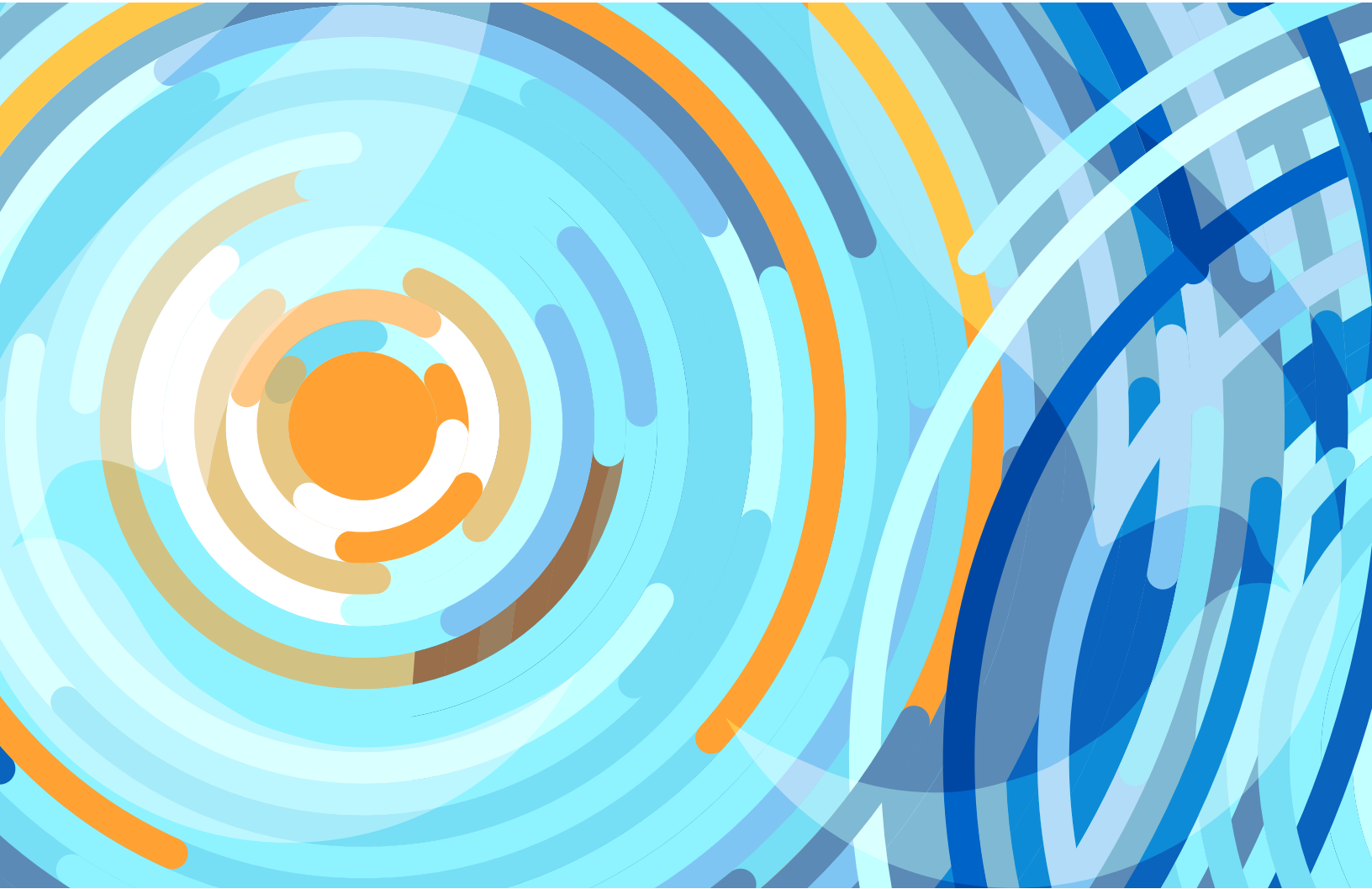


ministry **impact** report 2025



Light + Life Communications

online magazine



Impacting the Church and the World

Free Methodism has always recognized the importance of the written word in connecting the church and spreading its core values to others. The denomination began in 1860 in conjunction with B.T. Roberts' *The Earnest Christian* publication. Our online magazines *Light + Life* (lightandlife.fm) and *Luz y Vida* (luzyvida.fm) are modern continuations of *The Free Methodist* magazine that launched in 1868 to "do all we can to get the pure, soul-saving truth of God before the people."

Our articles serve as guiding beacons for thoughtful Christ-followers navigating faith amid a changing world. We publish relevant articles at the intersection of faith and culture. While 79% of our readers are in the United States, our website analytics reveal that *Light + Life* has also attracted readers from 124 other countries – including hundreds of views in nations where Christians are persecuted for their faith – since January 2025.

In 2025, *Light + Life* featured the writings of top Free Methodist leaders such as **Bishop Kaye Kolde**, Board of Administration Chair **Eric W. Logan**, Strategic Catalyst for Global Collaboration and Free Methodist World Missions Director of Global Engagement **Gerald Coates**, Co-Strategic Catalyst for Multiplication **Deb Walkemeyer**, Set Free Movement Director **Kevin Austin**, and Superintendents **Tyler Boyer**, **Bruce N.G. Cromwell**, **Jen Finley**, **Michael McAvoy**, **Mike Chong Perkinson**, and **Matt Poole**.

Light + Life also highlighted an intergenerational mix of ordained elders and lay people from different regions of the United States. Readers benefited from the biblical insights and cultural perspectives of authors **Lora Avery**, **Sarah Thomas Baldwin**, **Rachael Botting**, **Breanna Bowers**, **Craig**

Brown, **Heather Browne**, **Karen Cantú**, **Jacob Chen**, **T.J. Cheux**, **Kayleigh Clark**, **Pam Cowart**, **Joe Culumber**, **David Cushing**, **Daryl Diddle**, **Michael Dean**, **Brian Dessauer**, **Robyn Florian**, **Christopher Frazier**, **Valerie Fritchie**, **Ethan Goodnight**, **Julie Gray**, **Heather Hails**, **John Hansen**, **Josh Hatcher**, **Natalie Iguchi**, **Andrea Jones**, **Abi Lorenz**, **Collin Caroland MacConnell**, **Travis McCool**, **John McGee**, **Alexandra Moon**, **Josh Pack**, **Kayla Prichard**, **Avery Kasinger Quick**, **Doug Ranck**, **Mercedes Seals**, **Jason Shawa**, **Howard A. Snyder**, **Nate Stuck**, **Moriah Summers**, **Patricia Ann Tefft**, **Michael Thompson**, **David Tingley**, **Tapuai Tatupu Tuamu Vaili**, **Brittany Wagler**, **Brian Warth**, **Denny Wayman**, **Joel Webb**, **Dustin Weber**, **Megan Weber**, and **Daisy Zhao**.

Recognized for Our Impact

Other Christians are noticing our efforts. The Evangelical Press Association honored *Light + Life* with two awards last spring during its 2025 convention. *Light + Life* received the Award of Excellence as the top denominational digital publication based on "overall excellence" in "a number of criteria, including writing quality, content choices, imagery, and overall design."

Light + Life also received recognition in the association's Social Media Short Video category of its Higher Goals contest. For a video based on the article "The Persevering Family" by Pastor Ben Tolly, *Light + Life* was honored alongside videos from well-known groups ranging from the Salvation Army and Fuller Theological Seminary to "Turning Point with Dr. David Jeremiah."

Social Media



Social Media

Free Methodist Church USA Platforms

We have enhanced our digital outreach through social media. Over the past two years, our efforts to bring transparency and share positive messages have significantly increased our online engagement. Notably, we successfully broadcast two major denominational votes live on our Facebook page, drawing thousands of viewers and interactions for each live broadcast.

These live broadcasts, coupled with engaging reels and stories about our ministry's activities, have resulted in a **70% increase** in our page follows. Our online presence not only keeps platform members informed but also invites others to join our growing community. **We have seen an 82% increase** in the people who have reached out to the organization with questions and prayer requests.

Light + Life Magazine Platforms

Our magazine's social media platforms, designed to engage both denominational members and those from other denominations, have provided a dynamic space for discussions on article topics. Through reels, stories, and static posts, audience members are engaging in conversations about current affairs and the church, faithful living, culture shifts, and more.

By fostering respectful dialogue, we aim to offer diverse perspectives that enrich our collective understanding and deepen our shared experiences. We promote two new articles each week. We also work with ministries to share ministry impact. For example, in May 2025 the Set Free Movement did a series of articles that shared vital information on combating human trafficking. Through this collaboration, followers were encouraged to join the global community to make a difference.

“I appreciate the Free Methodist Church social media pages because they always bring good news!

The stories and articles are always timely messages that I can read for myself and also share with my friends and family, particularly those who do not know about the Free Methodist Church. These pages provide a glimpse into the mind and heart of Christ that the Free Methodist Church carries. Whether it is FMWM or Free Methodist USA, I look forward to seeing the posts on FB, reading, liking and sharing.”

Lisa Woods
Director of Organizational
Development
Free Methodist Church USA :
Administration

Ministry Collaboration





“The FMC Communications team has not only helped us with projects, executing brilliantly, but they have blessed us with their patience and partnership. **The Comms team is a genuine partner. They not only do work, but they care about the mission. We feel so blessed and thankful for each member of the team!**”

Set Free Movement Director
Kevin Austin



“The FMC Communications team has been instrumental in helping Wunders establish brand identity through social media and coordinated marketing pieces. The team is always eager to help, and brings sophistication and innovation to our program communications. We are so grateful!”

Wunders Global Program Director
Emily Hlavka Freed



“Working with the communications team has been a huge gift to ICCM, and to me as the new director. They have walked with us each step of the way in our process of rebranding the ministry – from crafting language that represents the heart of ICCM, to imagining colorful visual representations of God’s call for the ministry. They have been patient (very patient!) partners that clearly are committed to supporting the ministries of the FMC. I deeply appreciate that in the partnership with the communications department I have sensed a prayerful and sensitive heart to the leading of the Holy Spirit, while also recognizing top-quality expertise in their implementation of the rollout of the new ICCM brand and message. I was asking God explicitly – bring ICCM the partners it needs for this new season. And I believe that the FMC communications team has been the Lord’s direct answer to our prayers. We are so grateful, and we look forward to continuing to partner together!”

ICCM Executive Director
Tricia Mason



“Over the past year, the communications team has been an invaluable partner to FMWM. Their work on the Advent Video Series helped us tell our story creatively and faithfully, while the continued development and maintenance of the FMWM website ensured our resources remained accessible and up to date. In addition, their ongoing support with messaging and communication for our annual conferences has strengthened clarity, consistency, and connection across our network. We are deeply grateful for their responsiveness, professionalism, and commitment to our mission.”

FMCUSA Strategic Catalyst for Global Collaboration/Free Methodist World Missions Director of Global Engagement
Gerald Coates

Serving the FMC



Crossroads
CONFERENCE
OF THE FREE METHODIST CHURCH



Shoreline
CONFERENCE
OF THE FREE METHODIST CHURCH

PMS 565	PMS 566
PMS 5655	
PMS 574	
PMS	

84	PMS 585
15	PMS 5855
	PMS 604
	PMS 61
	PMS 6

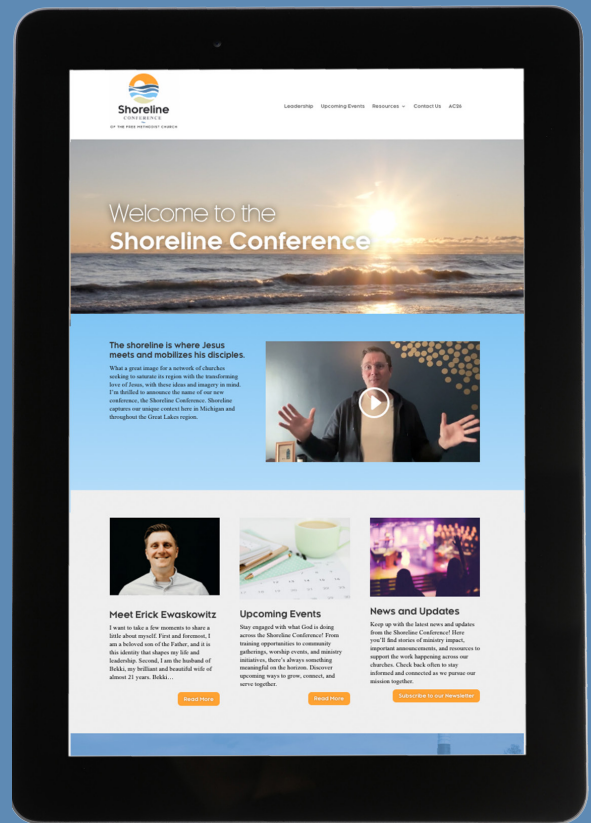
“The FMC Communications Team has been incredibly supportive throughout the realignment process. Every time we’ve reached out, their response has been quick, thoughtful, and helpful. It’s clear they care not just about the task, but about serving us well. From helping shape our logo to guiding our branding and developing the website, they’ve helped us communicate who we are in a way that feels authentic and forward-looking. They haven’t just provided technical support; they’ve partnered with us in shaping an identity that reflects who we are and where God is leading us.”

Crossroads Conference Superintendent
Jen Finley



Crossroads
 CONFERENCE

OF THE FREE METHODIST CHURCH



“It has been a joy to work with the Light +Life Communications team. Whether providing branding and logo work, web design, or video production, they have demonstrated excellence, timeliness, flexibility, and care at every turn. Their work for us has played an important role in establishing our new network. We consider Light + Life Communications a valued and trusted partner of the Shoreline Conference and look forward to our continued relationship!”

Shoreline Conference Superintendent
Erick Ewaskowitz

New Communication Strategies

Recognizing that the flow of information to all of us is constant and available from numerous sources, Light & Life Communications seeks to be helpful in what it sends to its constituents. We are achieving our goal by targeting our messages to specific audiences with information that is relevant to them and their needs. We understand that these markers can change. Therefore, we will keep our fingers on the pulse of constituents and respond accordingly as we are able. In early 2026, two new regular email campaigns were developed that include timely, informative content.

- **The Tuesday Connection** is a weekly message sent to all superintendents, conference admins, and other denominational leaders. Submissions typically come from the World Ministries Center administration team, department heads, or the Board of Bishops, and content may be for public or private distribution. There are approximately 90 recipients of this email initiative.

- **The FMCUSA Link** is sent at the end of each month to anyone who has signed up for FMCUSA emails and all FMCUSA pastors for whom we have an email address. It creates a one-stop location for succinct communication updates compiled from all our FM national ministries. Due to the large audience of recipients, many new readers are exposed to these ministries and the good work they are doing. The distribution list stands at over 10,000 recipients with an email open rate hovering at the high end of the national average open rate for nonprofit emails (according to several sources). We are working to sharpen our content and presentation to increase our link click-through rate.

During the coming year, there is potential for several more targeted email campaigns to specific audiences coming.

One of our primary aims in 2025 was to serve our Annual Conferences and ministries well – helping to bring greater value to the church as a whole. As we said “yes” to many initiatives, we have been overjoyed at the partnerships and work we’ve accomplished on behalf of our ministries and conferences to the benefit of the church.

We have established new branding for the Shoreline Conference and the Crossroads Conference as well as assisted with websites and specifics for certain pages and content. These new and fresh brands reflect a connection to the FMC as a whole, yet have a distinctive flair all their own while communicating the essence of the Conference’s ties to the denomination’s mission, vision, and values.

ICCM has been a joy to partner with as we assisted them with new pillar and positioning statements, and rebranded the organization for a new season of ministry. We also helped ICCM’s new Director, Tricia Mason produce a video to use in Annual Conferences and all items needed for pop-up display tables for events.

The Butterfield Foundation has created a new service product that we have helped launch called “My Generosity Journey.” Our team has gone the extra mile with branding, colors, website design, printed products and more.

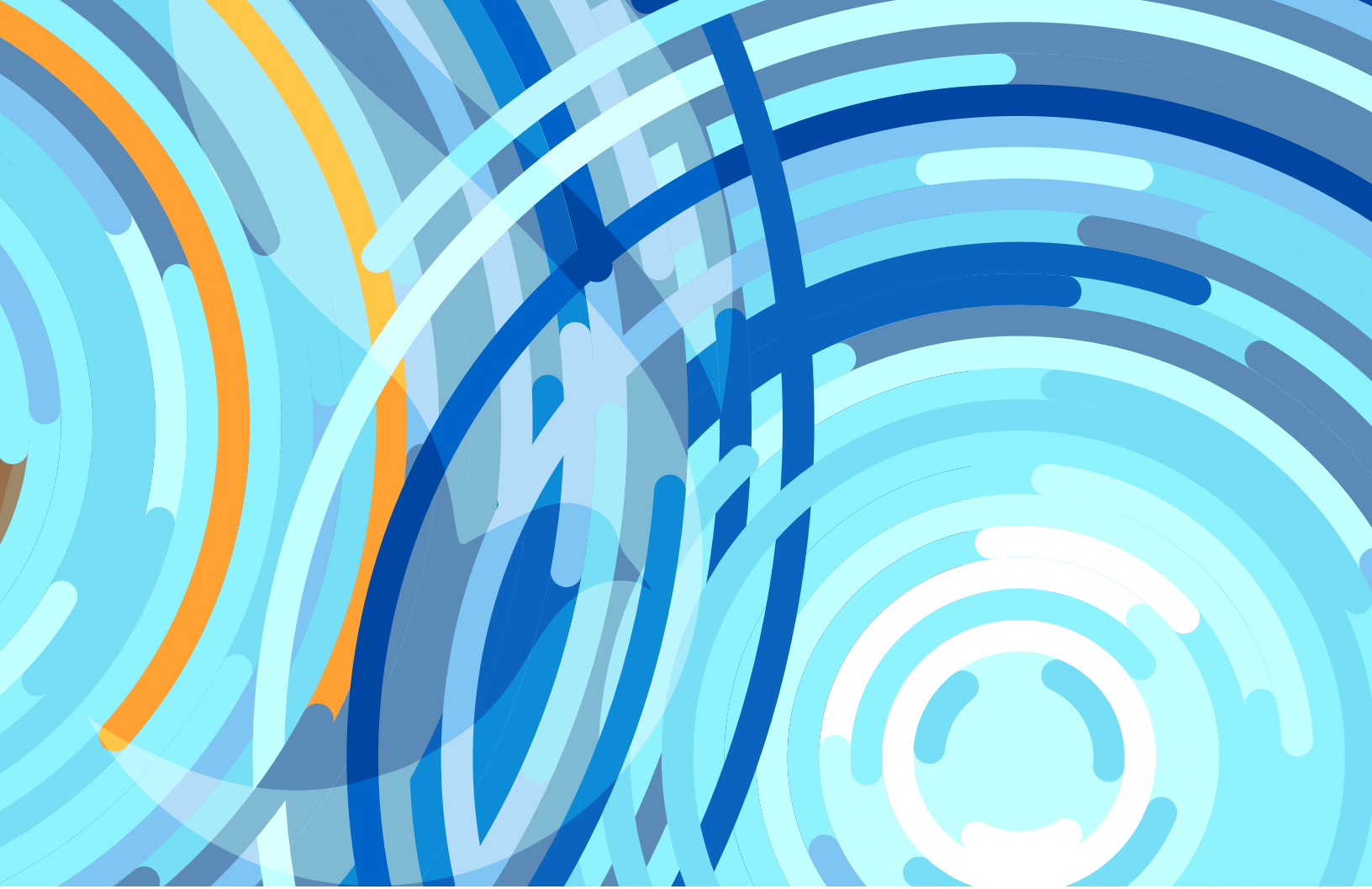
This is just the beginning of a long list of ways we have helped the church communicate their brand and messaging with clarity and vibrancy.

How can we assist you?

Brett Heintzman

Executive Director

Light and Life Communications



Light+Life

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CHURCH USA

fmcusa.org

Luz y Vida

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