

CENTRAL PACIFIC DISTRICT - COMMUNICATIONS ANNUAL REPORT

2026

Edward Black, Jr. | Communications Coordinator | Reporting Period: 2025-2026

"And whatever you do, do it heartily, as to the Lord and not to men." - Colossians 3:23 (NKJV)

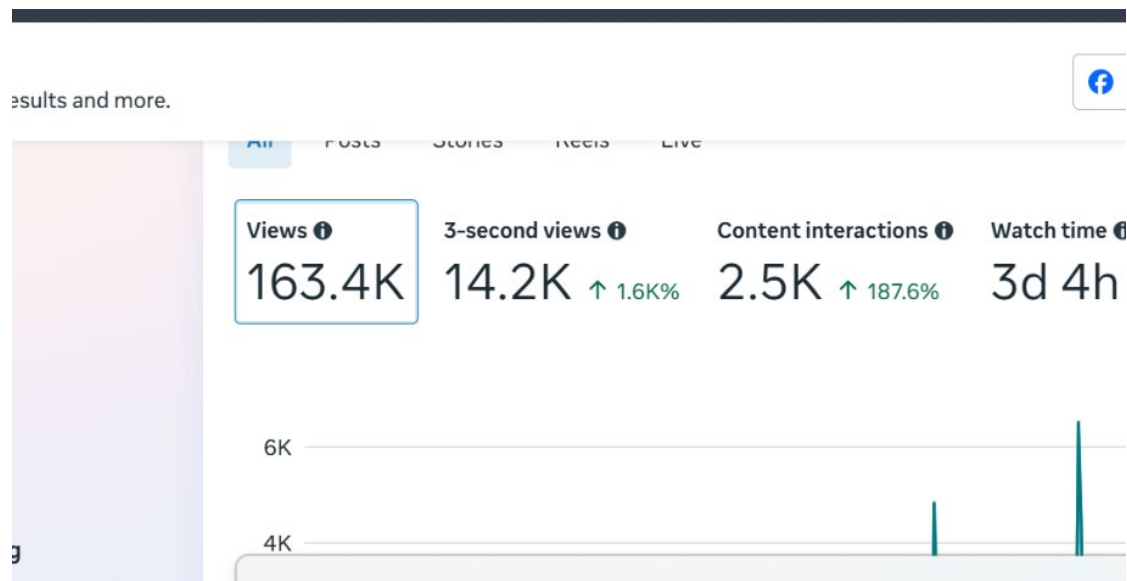
In this season of ARISE, Communications has strengthened CPD's ability to connect people with what God is doing while advancing our vision of building Christ's Kingdom through Resourcing, Equipping, Multiplying, and Sending (REMS).

RESOURCING

We rebuilt key communications infrastructure. A new CPD website was created and launched, allowing the old site to be retired and providing a refreshed digital home for district information, events, and resources.

Facebook annual performance (July 31, 2025-August 27, 2026):

- Published content increased 596.6% compared with Meta's prior comparison period.
- 172 pieces of content were published: 108 photos, 29 Reels, 22 link posts, and 13 text posts.
- 163,378 total Facebook views, including 117,217 organic views (about 72%) and 46,161 paid views (about 28%).
- 2,500 content interactions; Meta reports a 187.6% increase compared with the prior comparison period.
- 14,200 3-second video views; Meta reports an increase of approximately 1,600%.
- 3 days, 4 hours of total watch time; Meta reports an increase of approximately 2,000%.
- Photos led content performance with 71,977 views and 1,354 interactions; Reels generated 32,794 views and 463 interactions; link posts generated 34,071 views and 239 interactions.



Annual Facebook views and engagement | Meta Business Suite | Jul. 31, 2025-Aug. 27, 2026

Annual email communications and audience performance:

- 97 email campaigns were sent over the year.
- 27,521 recipients were reached, with 27,414 successful deliveries.
- Deliverability remained very strong at 99.6%, with only 107 bounces total (0.4% bounce rate).
- Emails generated 11,706 unique opens, for an overall 42.7% open rate.
- They generated 1,008 unique clicks and 2,208 total clicks, for a 3.7% click rate.
- Unsubscribes stayed very low at 21 total, equal to a 0.08% unsubscribe rate.
- Beginning audience size (August 28, 2025): 470 total contacts across listed audiences.
- Current audience size (August 28, 2026): 494 total contacts - a net increase of 24 (+5.1%).
- Central Pacific District Email List grew from 376 to 418 total contacts (+42; +11.2%).

Communications also created key assets for the Simpson Worship Tour, including video assets, promotional graphics, T-shirts and tour materials, plus tour management, sound, and backline support - extending our role beyond promotion into practical ministry resourcing.

EQUIPPING

Across seven CPD conferences, seminars, and trainings, Communications helped generate 321 registrations/participations to date (participations, not unique individuals):

- 120 registered - 2026 CPD District Conference (as of August 27); 84, or 70%, also registered for the Fiesta.
- 71 attendees - OPEN Conference, Alliance Redwood Conference Center (April 2026).
- 36 attendees - Financial Lunch & Learn.
- 30 attendees - ELS Training (April 2026).
- 26 pre-registered - Church Planting Training (September 2026).
- 22 attendees - CPD Polity Course Training (April 2026).
- 16 attendees - Christ Our King Seminar (March 2026).

We celebrate the privilege of helping people hear about these opportunities, understand their value, register, and participate.

MULTIPLYING

CPD has moved from occasional announcements toward a consistent, repeatable, multi-channel communications rhythm. Facebook provides especially clear evidence of that change: published content increased 596.6%, content interactions increased 187.6%, and the page generated 163,378 views during the annual reporting period. Email, Facebook, and the new website now provide multiple touchpoints through which district initiatives can be introduced, reinforced, shared, and acted upon. Our next step is to measure not only what Communications

produces, but what communication produces in people: engagement, participation, connection, leadership development, and multiplication.

SENDING

Our work serves something larger than communications itself. These tools help mobilize believers, leaders, and churches by telling CPD stories, promoting church planting and leadership development, supporting the Simpson Worship Tour, and connecting people with local, regional, and global Kingdom opportunities. September's Church Planting Training already has 26 pre-registered.

PEOPLE & PARTNERSHIPS TO CELEBRATE

I am especially grateful for District Superintendent Rob Douglas and our district staff, including Lidiya, Shannon Lee, and Edgar. I also thank Greg Pro, Mike Marzack, Steven Vue, Todd Roome, Bruce Guckelberg, Jerry Grimshaw of Simpson University, Andrew and Linda Burchett, and Steve Bolin for generously engaging in conversations that help us tell the CPD story. I am grateful for The Pointe Church and Hillcrest Church for supporting district initiatives, and for Ken Olson and Trenton Olson, who have repeatedly gone above and beyond when needed.

LOOKING TOWARD 2027

Having rebuilt much of our communications infrastructure, our emphasis shifts toward measuring and expanding effectiveness. In 2027 we will:

- Grow the subscribed email audience at least 5% while maintaining delivery above 99% and average opens near or above 40%.
- Maintain consistent social media and email communication while featuring more CPD churches and ministries.
- Continue developing the new CPD website as a central district resource.
- Establish measurements connecting campaigns with registrations, resource engagement, and ministry participation.
- Strengthen communications supporting church planting, Next Gen, leadership development, missions, and other district priorities.

CHALLENGE + ACTION STEP

Our challenge is also our opportunity: we now have stronger communications infrastructure, but we need to better measure ministry impact. In 2027 we will establish benchmarks for website activity, social engagement, email performance, registrations, and participation to determine whether our communications are helping churches and leaders become more connected, equipped, engaged, and mobilized. Behind every number is a person or ministry we have the privilege of serving.