

Church Leader, I have a few different things to share with you this week. And I still want to know what's on your mind.

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Leadership  Network *Advance*



Are You Considering a Church Merger?

By: Ron Edmondson, CEO

I am currently in conversations with a church attempting a merger process. Two smaller churches, one with mostly young families and another with mostly older individuals, are trying to figure out how they can better serve their missions working together. I love it. I had the opportunity to participate in one of these mergers in a church where I was pastor. This to me seems like true Kingdom-minded work and I hope we see more of this in the future.

These conversations reminded me of an article one of our Senior Fellows Warren Bird once wrote for us about the issue of church mergers. I thought the article was worth sharing again to hopefully stir new conversations. As mentioned in the article, Warren and another great friend to me and Leadership Network, Jim Tomberlin, actually wrote a book called, "[Better Together](#)", which we helped publish. I recommend it for any churches considering merging with another church.

Thanks for reading. Please let us know how we can serve you or what you are hearing in the Church. Also, if you haven't, **please take time to fill out our recent survey.**

[Click or tap here to read the article.](#)



Run Facebook Ads Like a Pro this Easter (Free

eBook)

By: Tim Nations

With Easter only a few months away, we wanted to get this free gift into your hands. Boosting Easter Attendance—A Guide on Facebook Ad Campaigns is an eBook from our friends at Gloop designed to make you a pro at promoting your Easter events this year. The outcome—**increased attendance**.

This downloadable resource is packed with everything you need to know when running ad campaigns for your Easter events. It covers what the experts at Gloop consider to be the most important bits of knowledge, including:

1. **Why Facebook is the most powerful ad platform of all time.** Learn how to use the world's largest social media platform to connect with your audience on a personal level.
2. **The 7 key elements of a successful Facebook campaign.** Learn what they are, how to achieve them, and why they matter when it comes to engaging your people.
3. **How to identify & reach your audience.** Building an effective audience requires research and a persona. Learn how data can help you build it.
4. **How to use compelling creative that drives conversions.** Words aren't the only way to communicate a message. See how the right creative can drive conversions.

To grab your free copy, simply click or tap on the banner below. As an added bonus, we will be co-hosting a webinar with Gloop that will take a deep dive into practical steps for launching an effective Easter Facebook campaign!

[Click or tap to learn more about the webinar.](#)



Things You Want to Know About

Opportunities and resources for you and your team

Holy Land Trip

By: Ron Edmondson

As I gain traction in this new role, one thing important to me is meeting you - the clients and faithful followers of this ministry. Here are a few upcoming opportunities:

I will be with many of our team at **Exponential Conference** next month. We are leading a **Pre-Conference Equipping Lab** and I will be around for most of the conference as well. I would love to meet you.

Also, I would love you to **join me in Israel** later this year. This trip was planned before I accepted the CEO position at Leadership Network, so there will be some members of our last church accompanying us. You will love this group of people and it will be a great time of fellowship as well.

We will have professional guides to take us through **Jerusalem, Cana, Nazareth, Galilee, Bethlehem** and other points of interest. The accommodations are excellent.

If you have always wanted to do a **Holy Land trip**, perhaps this is for you. You can find out more information [here](#):

Finally, there are still a few spaces in my upcoming senior pastor leader group. For more information check it out [here](#).

Hope to see you somewhere soon!

Ron Edmondson

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