

**Next year,**  **Baptist Children's Home and Family Services**

**will celebrate 100 years**

of caring for children and families in need. Established in 1918, the ministry began as an orphanage to care for dependent children who were orphaned as a result of WWI and the great influenza epidemic that struck Illinois.

Through the years,

the Children's Home's ministry has evolved in response to the changing needs of children and families. Today, BCHFS is a multi-faceted family crisis center consisting of seven ministries that work together to protect, heal and restore struggling children and families.

**Residential Teen Services** - Located on the site of the original orphanage, the BCH Residential Care campus in Carmi, IL offers real hope and heart change to teens struggling with behavioral or emotional issues (multiple suspensions, truancy, failing grades, family issues etc.). Students live in one of four cottages staffed

by live-in Christian houseparents who reside with them around the clock, providing a strong model for a healthy family structure. Students also receive counseling and participate in therapeutic recreation activities designed to promote their all-around growth. The goal of the BCH Residential Care program is to restore families by helping teens transform their lives for the better.

**Maternity Care** - Angels' Cove Maternity Center in Mt. Vernon, IL is a place of refuge for young women facing a crisis pregnancy. Also a residential facility, expectant mothers can come to Angels' Cove at any point during their pregnancy and may bring their other children with them into care. Caring staff help prepare young moms for parenthood by providing education in child development, appropriate discipline, nutrition and parent/child bonding, while professional counselors help residents meet their individual and family goals. The purpose of the program is to equip young moms and provide them with loving alternatives to abortion.

**Adoption and Foster Care** - For expectant moms who decide they are not yet ready for parenthood, BCHFS offers Hague Accredited adoption services. Angels' Cove counselors will come alongside the expectant



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mother helping her process her decision and make plans for a healthy, happy adoption experience.

**Parenting Skills Outreach** - Cove Connection is an outreach ministry of Angel's Cove which provides weekly parenting workshops and Bible study to unwed mothers, fathers and children in the Mt. Vernon area.

**Outpatient Counseling** - BCHFS operates Pathways Counseling offices in 11 Illinois communities to provide confidential Christian out-patient counseling to individuals and families.

**Safe Families for Children** - Through Safe Families for Children, BCHFS equips Southern Illinois churches to provide sanctuary homes to children of families experiencing a temporary crisis. Safe Families for Children is a proactive effort aimed at preventing child abuse before it can occur.

**International Orphan Care** - BCHFS leads regular mission teams to serve at the Bukaleba Babies Home in Uganda, Africa to help impoverished orphans experience health and hope.

To learn more about the ministries of Baptist Children's Home & Family Services, go to [www.BCHFS.com](http://www.BCHFS.com) or contact their offices at (618) 382-4164.



**Baptist Children's Home and Family Services**



PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

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**IT'S WHAT'S INSIDE >>>**

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## Just Say Yes

Popular Spots for Valentine's Day Proposals

First comes love, then comes marriage, but in between is that moment when he says, "Will you?" and she says, "Yes." This month is especially famous for such moments.

Finding the perfect setting for a marriage proposal can be a challenge, but some places ooze with enough romance and charm that they attract thousands of would-be spouses every year. Here are some of the most popular spots to put a ring on it.



**THE CANALS OF VENICE, ITALY**

Who wouldn't be inspired to say "yes" during a gondola trip around the romantic waterways of Venice? Surrounded by beautiful old-school villages and bustling markets and squares, the land of Casanova is a fitting place to seal the deal.

**CENTRAL PARK IN NEW YORK CITY**

Combine a view of the Columbus Circle entrance to the park with spectacular food and you've got Per Se, a Manhattan restaurant perfect for The Big Moment. It typically requires reservations at least two months in advance. For a less expensive option (it's \$275 a person), couples opt for a spot in the middle of the park—the Boathouse Restaurant.

**THE PONT NEUF IN PARIS, FRANCE**

Could there be a more poetic allegory for the joining of two lives than an ancient bridge in the City of Light? The Pont Neuf (the "New Bridge") is the oldest standing bridge on the Seine, and it has been a popular spot for lovers since the first stone was laid in 1578.

**THE WAIPI'O VALLEY (VALLEY OF THE KINGS) IN HAWAII**

The Waipi'o Valley, on the northeast shore of Hawaii's Big Island, is so named for the ancient Hawaiian Royals buried there, but it's the amazing beauty that will have you feeling the love. A 2.5-hour ride through the valley costs just \$88.

**BIG SUR IN CALIFORNIA**

California's Big Sur, the 90-mile stretch of Highway One that runs from Carmel to San Simeon, provides a dramatic backdrop for a moment to remember. Seaside cliffs on one side, towering mountains on the other and picturesque spots along the way make for a gorgeous proposal site.

**SOMETHING TO THINK ABOUT**

Here's a quick *kiss and tell*: A popular candy this month, Hershey Kisses were first introduced 110 years ago in 1907. The candy was named a kiss because of the sound and motion made by machine while depositing the chocolate.





## How to Write an Effective Press Release

Over 100 years old, the press release has been scourged, beaten and pronounced dead so many times you'd think it'd be extinct. But the truth is, many businesses still rely on them to get important news and announcements out. Why? Because a well-written press release is an effective way to tell a story and generate leads.

Use these tips for writing a press release that actually gets read.

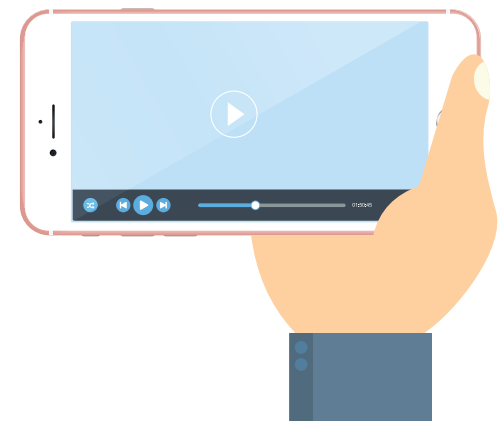
- 1 Lead with a good hook.** In one to three sentences, write a condensed version of your story that includes all the important info. In fact, a reader should get the gist of your story from just the headline and the first paragraph.
- 2 Use the inverted pyramid technique.** The body of your press release should lead with the most important information, then go on to fill in the blanks, leaving the least noteworthy details for last.
- 3 Use plain English.** Skip the industry jargon—write in a way that the average person will understand without having to Google unfamiliar words or references.
- 4 Keep it focused.** Just write about one specific thing per release, like an important new hire or a company event. No need to get uber creative—stick to the facts and keep it all to one page, ideally.
- 5 Hook yourself to a star.** In other words, tie what you're writing about to something happening in the news—a current or community event, a new trend in technology, maybe pop culture. The more relevant your press release is, the more likely it is to get picked up by news sources.

Don't forget to publish your press releases yourself! Include them on your website, your blog and share them on social media to make your news available to a wider audience and generate buzz.



## Five Ways to Use Live Streaming as a Marketing Tool

Live streaming video has quickly become a hot trend in digital marketing thanks to the popular app Periscope and Facebook Live. Facebook users, for example, spend *three times longer* watching live video on the social network than pre-recorded video. Brands that were early adopters of live streaming have already reaped the rewards of this powerful and cost-effective digital marketing channel.



Ever thought about using it in your marketing mix? Here are five ways to do so.

- 1 SHARE EVENTS AS THEY'RE HAPPENING.** Is your company throwing a party, volunteering for a nonprofit or launching a new product? Stream part of the event live—it'll make your audience feel more connected and engaged. The key here is not just showing the event, but talking to users about it and drawing them in.
- 2 HOST INTERVIEWS.** Do short live interviews with employees or customers. These interviews not only show the human side of your company, but also offer personal ideas and opinions (think "live testimonials"). But remember: It's less about promoting your brand and more about engaging with your audience.
- 3 SHOW HOW YOU CREATE A PRODUCT.** Your audience typically can't see how your products or services are created. With live streaming video, you can show them what it takes to go from concept to product completion.
- 4 GIVE A BEHIND-THE-SCENES LOOK.** Take people inside your offices for a day. Give them a tour of a space they normally don't see. Introduce them to your staff. Again, it's all about connecting with the people who love your brand and business.
- 5 SHARE A COMPANY ANNOUNCEMENT.** If you have an announcement that you want to share externally, like organization changes, additional services or a new partnership, why not stream it live? Announcements don't have to be shared solely through press releases or updates on your website and blog. Live video could be a great complement to the other channels.



Did you know? Pantone's 2017 color of the year is "greenery." According to the world-renowned color authority, "Greenery is a fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew. It signals consumers to take a deep breath, oxygenate and reinvigorate."

## Three Small Talk Tips for Those Who Hate Small Talk

**News flash:** Networking is not just for Facebook, LinkedIn and Twitter. It might seem like people only connect online these days, but the truth is, nothing replaces face-to-face interactions in building relationships.

Don't skip your next networking event or after-hours cocktail party just because you'd rather send an email than muster up a little small talk. Invest in real life connections and embrace small talk with these three tips:

- 1 Be socially generous.** Start with the mindset that you're looking for the good in the people around you. If you do, compliments will begin rolling off your tongue—and that's a great way to break the ice and make someone feel good.
- 2 Listen for conversational springboards.** These are opportunities to carry the conversation past, "How are you, I'm fine, thanks." If you ask, "How was your day?" and the person answers, "Great! I made it to my CrossFit class this morning," you have a springboard. Now you can dig deeper: What is CrossFit? How'd you start? What's your favorite thing about it? Small talk is more about listening and responding than planning your next witty one-liner.
- 3 Have stories to tell.** Since the beginning of time, people have loved good stories. Think of some fun experiences (travel, funny kid conversations, work mishaps) and have some stories in your back pocket to share when it's relevant. Just remember to keep it short and sweet so your listener doesn't feel trapped for a 20-minute tale.

In the end, know how to make a graceful exit. You could try: "Laura, it's been wonderful chatting with you. I promised myself that I'd meet five new people today, so I'm going to shoot for my goal here, but I really enjoyed talking to you. Maybe we'll reconnect later."

**WORDS TO LIVE BY** "The greatest gift you can give another is the purity of your attention." —RICHARD MOSS



### FIVE NETWORKING CONVERSATIONS TO AVOID

- 1 Politics**
- 2 Work complaints**
- 3 Intimate details about your personal life**
- 4 Things you find stupid**
- 5 How drunk you are/were**