

Hello Friends!

Happy New Year! I hope this message finds you well. As we begin a new year I'm grateful for the opportunity to introduce the 2026 theme for the Gilbert CC Communication Council.

In John 13: 34 we read, "A new commandment I give unto you, That ye love one another; as I have loved you, that ye also love one another."

Looking at this verse in other Bible translations helps clarify its meaning. In the NIV version we read, "A new command I give you: Love one another. As I have loved you, so you must love one another." And the ESV reads, "A new commandment I give to you: Just as I have loved you, you also are to love one another." In other words, we are called, even commanded, to love as Jesus loves.

The next verse reads, "By this shall all men know that ye are my disciples, if ye have love one to another." How will others know that we are true followers of Jesus Christ? By the way we love one another.

In an Oct 2025 General Conference, Sister Anette Dennis reminded us of this truth:

"The Savior said, 'By *this* shall all men know that ye are my disciples, if ye have love one to another.' And President Nelson added: 'Charity is the principal characteristic of a true follower of Jesus Christ.' 'The Savior's message is clear: His true disciples build, lift, encourage, persuade, and inspire.'"

She continued:

"Christlike treatment of others goes *far* beyond our families and congregations. It includes our sisters and brothers of other faiths or no faith at all. It includes our brothers and sisters from other countries and cultures, as well as those of different political persuasions. We are *all* part of the family of God, and He loves *all* His children. He desires that His children love Him and also one another."

This beautifully describes our work in Church Communication. We aim to reach far beyond our families and congregations in order to *build, lift, encourage, persuade, inspire and love*.

Working in Church Communication you often hear words that are business-like, such as: best practices, outreach, key opinion leaders, or outward facing/inward facing communication. It took me some time to understand what was being asked of me.

At my Area Training Conference in November, I heard something that has stayed with me.

"Outreach is just ministering. In this Church, we know how to minister and so we know how to do outreach."

Outreach is simply reaching out, showing up, helping and loving others. JustServe is simply ministering to and serving others. Social media is also a tool that we can easily use to share the Savior's love with the world. It is all one work—HIS work.

As we move into this new year, my prayer is that we will feel God's love more deeply in our own lives and seek inspiration on how to share the LOVE of Christ with others. It really is that simple.

"As I have loved you... love one another. By this shall men know ye are my disciples, if ye have love, one to another."

With love,

Aimee Keller
Communication Director,
Gilbert CC Communication Council