

PROMOTIONAL GUIDELINES

SUBMITTING REQUESTS

Unless otherwise noted, please submit a **Communication Request Form** online at [location] *at least two weeks prior to the time you wish to begin communicating about your event/activity/opportunity.*

COLLABORATION

The Communications Team will provide you with a Communication Worksheet within two business days of your request, listing when and where you can expect to see your invitation/announcement to appear. We're happy to work collaboratively with you in developing materials, but please note that the Director of Communications is responsible for maintaining a consistent "voice" through all of The Church's publications and may edit for style and content. **All materials bearing The Church's logo or name must be approved by the Director of Communications prior to distribution.**

Promotional Option	Description	Maximum Exposure	Deadline
ELECTRONIC MEDIA			
Website	Ministry teams and groups have an opportunity to work with the Director of Communications to have information included on The Church's website. This may include online registration and payment.	No maximum as long as materials are timely	Varies with project complexity
Website Homepage	Teams and groups may request a "slide" on The Church's homepage. The slide will link to an internal page with details about the event/activity/opportunity. Note: Slides are generally reserved for all-church events.	Four weeks leading up to the event date or registration deadline	Varies with project complexity
eNewsletter	Distributed on Wednesdays in email and web format. Submissions should not exceed 75 words. In general, the eNewsletter will include information about events/activities/opportunities occurring—or with a registration deadline—within two weeks of the current issue. However, you may request a "save the date" article up to three months prior to your event/activity/opportunity.	Varies	Thursday, 12 pm for the following week's edition (This is a hard deadline due to volunteer involvement.)
Social Media	The Church is engaged with the social media space through Facebook and Twitter, and our Instagram and Pinterest accounts will be underway in the next few months. For more information about these options, please contact the Director of Communications.	No maximum as long as materials are timely	Three days prior to going live. (Exceptions can be made for community needs.)

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Promotional Option	Description	Maximum Exposure	Deadline
PRINT MEDIA			
Bulletin “Blurb”	In general, bulletin blurbs offer information about events/activities/opportunities occurring—or requiring registration—within four weeks. However, you can request a “save the date” blurb up to three months prior to your event/activity/opportunity. When applicable, bulletin blurbs also come with an announcement slide. Be sure to mention if you’d like to have your event/activity/opportunity included on the Connect Card.	Two weeks; all-church events may be permitted additional exposure	Monday, 12 pm for the current week’s bulletin
Bulletin Insert *limited availability	Inserts may be quarter-page or third-page. All content must be provided by the person/team requesting the insert. Note: Inserts are generally reserved for all-church events or opportunities requiring a detailed sign-up.	One week	Two weeks prior to distribution
Flyers and Brochures *limited availability	All promotional flyers or brochures made available to the community or to the general congregation (at a lobby table, for example) must be submitted for approval prior to distribution. The Communications Team is happy to help design such materials as time permits. Please note that if you have a display in the lobby to promote your event/activity/opportunity, the Communications Team will supply you with an initial supply of the flyers/brochures. It is your responsibility to request additional copies as your supply runs out. Flyers may only be distributed to people as they’re socializing in the lobby or as they leave the building.	No maximum, as long as materials are timely	Three weeks prior to distribution
Postcards and Mini-Invites *limited availability	For many all-church activities, the Communications Team will produce postcards of varying sizes, along with business-card sized invitations. On occasion, these options may be available to mid-size ministries and niche opportunities. Contact the Director of Communications to discuss options.	No maximum, as long as materials are timely	Three weeks prior to distribution
VISUAL MEDIA			
Announcement Slides	Announcement slides are automatically generated from bulletin, web, and eNewsletter content.	No maximum, as long as the information is timely	Monday, 12 pm for the current week
Signage	All signage, including small signs in the lobby, must be submitted for approval.	Varies	If outsourced printing is required, four weeks prior to use; otherwise, two weeks prior to use
Buttons, Magnets, and So On	Outside vendors can often produce these types of promotional materials at a reasonable cost. (Ministry teams/groups are responsible for associated costs.) Design work that includes The Church’s logo or name must be submitted for approval before going into production.	No maximum	Two weeks prior to production

OTHER IDEAS			
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Lobby Presence	Tables must be reserved in advance and are available on a first-come, first-served basis. Ministry teams requesting a space are responsible for setting up and tearing down their own materials, which includes tables and chairs. A volunteer from your team must be available before and after every worship service for the duration of your lobby display. Please see Flyers and Brochures and Signage for additional guidelines applicable to lobby displays. Note: Lobby space is generally reserved for all-church events or opportunities requiring a detailed sign-up.	Varies, but generally no longer than four weeks	One week If you will have printed material available at your table, please be mindful of associated deadlines.
Mission Communities	At the discretion of the Director of Group Life (currently the Lead Pastor), information may be emailed to Mission Community leaders for dissemination to their groups.	Once	One week
Platform Announcements	In general, platform announcements and “next step” mentions are available only for all-church events.	Varies	Varies
Videos	On occasion, The Church may produce promotional videos to highlight ministries or events. Contact the Director of Communications to explore this option.	Varies	Six weeks prior to promotion date
Community Promotion	Several opportunities for external promotion are available, including media releases, radio station PSAs, event calendars, and so on. Contact the Director of Communications to discuss options.	Varies	Two weeks prior to promotion date
Personal Invitation	The single most effective way to get people excited about your event/activity/opportunity is to personally invite them and to make the experience valuable.	N/A/	N/A