

Promotion Guidelines

Our goal as a Communication Department is to serve your Ministry and meet the needs of your Promotional Request. We have created these guidelines listed below as a tool to help you know what you can expect during the promotional process. For each promotional need, we ask that you fill out the Promotional Request Form after getting approval from your Staff Ministry Lead. We will do our best to promote and support your Ministry, with the understanding that some requests may be subject to change due to high demands and or staff availability at that time.

Sunday Program Announcement Insert

- *Program Announcements must be submitted through our Promotion Request Form **4 weeks in advance.***
- Because this may be the only time that we can reach newcomers, our events for these people often take first priority.
- When space is limited, announcements are prioritized by the Communications Department. If postponing the announcement is required, we will be in contact with you.
- EP Groups, Classes, and Ministry announcements should apply to at least 1/3 of the congregation.

DIGITAL REQUESTS

Announcement Slide(s) for TV's:

- *TV Announcement Slides must be submitted through our Promotion Request Form **4 weeks in advance.***

Sunday Video Announcements:

- *Sunday Video announcements must be submitted through our Promotion Request Form **4 weeks in advance.***
- We strive to limit video announcements on Sundays to 3 items (the 4th always being the Connect Card).
- Because this may be the only time that we can reach newcomers, our events for these people often take first priority.
- EP Groups, Classes, and Ministry announcements should apply to at least 1/3 of the congregation.

Website Scrolling Banner:

- *Website Scrolling Banner must be submitted through our Promotion Request Form **4 weeks in advance.***
- Because this may be the only time that we can reach newcomers, our events for these people often take first priority.

- When space is limited, announcements are prioritized by the Communications Department. If postponing the announcement is required, we will be in contact with you.

PRINTED REQUESTS:

Calendar/Handout/Invitation:

- *Calendar/Handout/Invitations must be submitted through our Promotion Request Form **6 weeks in advance.***
- These are subject to editing by the Communications Team.
- Any in-house projects may require individual groups, classes, or ministries to organize and schedule their own volunteers to help with assembly and completion of project.

Study Guide/Booklet:

- *Study Guides/Booklets must be submitted through our Promotion Request Form **8-10 weeks in advance, due to the level of production for the project.***
- These are subject to editing by the Communications Team.
- Any in-house projects may require individual groups, classes, or ministries to organize and schedule their own volunteers to help with assembly and completion of project.

Specialty Program Inserts:

- *Specialty Program Inserts must be submitted through our Promotion Request Form **4 weeks in advance.***
- These are subject to editing by the Communications Team.
- Specialty Inserts should apply to at least 1/3 of the congregation..
- Any in-house projects may require individual groups, classes, or ministries to organize and schedule their own volunteers to help with assembly and completion of project.

*We will be adding guidelines for social media and specialty videos shortly.