

## The Village Church Communication Strategies

Use these vehicles to help promote your event to the congregates as well as the community

### Vehicles Used for Every Event:

Name	Description	Deadline	Contact
NEWS	Announcement insert in weekly worship bulletin	Wednesday 10AM	Kim Karpeles
Friday eBlast	Email sent every Friday	Thursday, 11AM	Kim Karpeles
Website	Offers the "face" of church to the community.	As soon as possible to be on the website calendar	Kim Karpeles
TV Display slides	Continuous slides on public area TVs	Thursday 11:00 am	Kim Karpeles
Posters	11 x 17 posters in public display areas	2 weeks prior to display date	Kim Karpeles

### Vehicles for Larger Internal Events:

Name	Description	Deadline	Contact
Special Bulletin Insert	Insert promoting single event/issue	2 weeks prior to Sunday date	Kim Karpeles
Announcement Slides in worship	Slides shown as pastor gives announcements	Thursday 11:00 am	Kim Karpeles
Special eBlast	Email in addition to regular Fridays	Only as needed	Kim Karpeles
Carillon	Bi-Monthly newsletter (Dec/Jan, Feb/Mar, Apr/May, Jun/July, Aug/Sept, Oct/Nov combined issues)	20 <sup>th</sup> of month preceding publication	Kim Karpeles
Seasonal Ministry Brochures	Comprehensive overview offered fall, winter/spring & summer	TBA	Kim Karpeles

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Vehicles for Internal & External Events:

Name	Description	Deadline	Contact
Facebook	TVPC page: <a href="https://www.facebook.com/VillagePresbyterianChurch/">https://www.facebook.com/VillagePresbyterianChurch/</a>	Immediate posting for non-paid activity. Paid campaigns require a two week lead time.	Emily Taylor / Kim Karpeles
Banners	On lawn outside of the building	2 weeks prior to display date	Kim Karpeles
Yard Signs	yard signs generate awareness and demonstrate community support.	Two weeks for printing. Costs to be negotiated with printing source	Kim Karpeles and Outreach Council
Local Newspaper	get event in the calendar section or faith section of the Northbrook Tower	Wednesday 2 weeks before event	Emily Taylor / Kim Karpeles

### Additional Notes

Max 3 weeks

### Additional Notes

Need prior approval by Pastor; only one insert per event
Will cover events <i>only</i> in upcoming week until following Sunday
Need prior approval by Pastor
Changing format to magazine style with longer articles about past successes and upcoming events

### Additional Notes

paid posts need approval  
from Outreach committee

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