

Guidelines for Ministry Publicity

Northern Hills United Methodist Church

Northern Hills Church has been blessed with a growth in ministry over recent years, resulting in the need to create guidelines for how events, classes and meetings are publicized. These standards are meant to be a foundation for church communications. Our desire is to help publicize all church events as effectively as possible, given the growth in activity at Northern Hills.

Occasionally, due to a large number of events going on simultaneously, the staff will have to determine which events to publicize. Announcements that pertain to the church mission will take precedence over those that don't. Another standard that will be considered is the scope of people that the announcement is intended to reach. The office staff will have final editorial privileges.

Generally, with most types of publicity, we need to have the event scheduled on the calendar, as well as the pertinent information about the event. You'll be directed to the church website to schedule the event, once you receive your confirmation email you will then need to go to the church website and fill out the Publicity Request form (this form is also available in the church office). This will be all of the information you need to provide to advertise your event (posters, slides, bulletin announcement, etc.).

Booking a Calendar Date or Room: Go to www.nhumc.org, click on Resources and choose "Room/Reservations Request Form." Fill out the form. You will receive a confirmation email once it is placed on the church calendar. Contact, Tanna Finley, TannaF@nhumc.org for changes.

Table in the Gathering Area:

How to submit request: Go to www.nhumc.org, click on Resources, and choose "Room/Reservation Request Form." Fill out form. You will receive a confirmation email once it's placed on the church calendar.

Submittal deadline: Monday at 5:00 p.m. prior to the Sunday you wish to have a table.

Duration: 2 weeks at a time. If further table publicity is needed you can make another reservation after a 1-week break. Because the gathering area's primary purpose is for fellowship, no more than 2 tables will be set up at any one time. Contact, Tanna Finley, TannaF@nhumc.org for changes.

Sunday worship bulletin: Because most bulletin announcements include a calendar reservation, the calendar scheduling should be completed first.

How to submit request: Go to www.nhumc.org, click on Resources and choose "Publicity Request form." Fill out the form. Follow up with bulletin text to Dora Aldrete, DoraA@nhumc.org. Keep text as brief as possible. We try to keep each event to a maximum of three lines.

Submittal deadline: Monday at 5:00 p.m. prior to the Sunday you want an item included in the bulletin.

Duration: Up to 2 weeks at a time. Generally, the event, or registration deadline of the event, should be no more than one month prior to being included in the bulletin. Short, concentrated time-periods of publicity are most effective. Due to the limited amount of space, it will be up to the discretion of the staff which items are included, especially if material is time sensitive. If your item has already run in the bulletin but we need to include something more immediate for the following week, we will communicate that to you.

Posters:

How to submit request: Go to www.nhumc.org, click on Resources and choose "Publicity Request Form." Fill out form. Email Dora Aldrete, DoraA@nhumc.org with the information and/or graphics you would like included.

Submittal deadline: 4 weeks prior to the event.

Duration: Posters/signs can remain on bulletin boards for up to 3 weeks.

Placement: Posters are only to be placed on bulletin boards by a staff member. All outside posters will be removed. Posters are generally for events that effect 50% or more of the congregation.

TV in gathering area:

Your event can be publicized on the TV for any length of time. This is a great publicity resource because there are no space constraints.

How to submit request: Go to www.nhumc.org, click on Resources and choose “Publicity Request form.” Fill out form. Email Dora Aldrete, DoraA@nhumc.org with the information and/or graphic ideas you would like included.

Submittal deadline: 4 weeks prior to the event.

Duration: Ongoing, as long as it is prior to the event.

Slides during worship:

How to submit request: Go to www.nhumc.org, click on Resource and choose “Publicity Request form.” Fill out form. Email Dora Aldrete, DoraA@nhumc.org with the information and/or graphic ideas you would like included.

Submittal deadline: 4 weeks prior to the event.

Duration: Up to 2 weeks at a time. Generally, the event, or registration deadline of the event, should be no more than one month prior to being included in the bulletin. Please limit your information to one slide – information including who, what, when and where. Slides are generally for events that effect 50% or more of the congregation.

Network:

How to submit request: Go to www.nhumc.org, click on Resources and choose “Publicity Request form.” Fill out form. Email Dora Aldrete, DoraA@nhumc.org with Network article. This publication is quarterly with due dates in February, May, August and November.

Submittal deadline: Check the online church calendar for dates.

Social Media/Facebook:

How to submit request: Email request with photo in jpeg format to Susan Bartlett, SusanB@nhumc.org with the information and/or graphics you would like included.

Submittal deadline: Two days prior to when you want it to post.

Duration: Facebook posts can be made about a particular event once a week.