

# Ministry Event Promotion Guidelines

To establish a standard of consistent, high-quality communication that will result in more effective promotion of events at St. Peter's, we have put together the following guidelines concerning the various avenues of communication. Please contact Elaine Saunders at [esaunders@stpkaty.org](mailto:esaunders@stpkaty.org) or (281) 492-8031) for more information or assistance. Most items that need to be approved may be submitted electronically. If you are submitting a jpeg file with text, please also include the text separately so that it doesn't have to be retyped.

**There is a short checklist at the bottom of this document you can use as a reminder.**

## Comprehensive Publicity Plan

This is a publicity plan for a large event that includes all or most of the following means of communication. If your group is planning an event of this nature, you should first consult with Elaine Saunders to develop a consistent look for your promotion.

## Worship Bulletin Announcements (Traditional, The Element, and West Campus bulletins)

Submit to Elaine Saunders by 2 p.m. on the Monday before the Sunday on which you want it to run. Send her your e-mail address to get on the mailing list for deadline reminders. Announcements will be edited for style and length. Your announcement is guaranteed to run in the bulletins for traditional services and The Element for two Sundays. After that it will be run as space allows. Church events have priority over events sponsored by outside groups with which we have a direct relationship. Other factors that determine priority are meeting the deadline, date of event, and scope of event. Alex Zeisig determines which announcements run in the West Campus bulletin.

## Worship slides for Traditional service

All bulletin announcements are forwarded to our media ministry. This group selects announcements to put on the screens based on size and scope of the event. All slides will be designed by our media coordinator. There are no announcement slides in The Element or West Campus.

## Worship Bulletin Inserts

Bulletin inserts are very rarely used. Please contact Elaine Saunders if you are considering requesting an insert.

## Opportunities to Connect

The pastor decides which events will be highlighted during the announcement time in worship usually based on information from the bulletin. Please contact Elaine Saunders if you would like your event to be considered for inclusion in the highlighted announcements.

## St. Peter's Connection Newsletter

The newsletter is published twice each month. Submit articles to Elaine Saunders by noon on the Monday before the Friday of publication. E-mail her to get on the deadline reminder list. The guidelines for bulletins also apply to the newsletter, except your article is guaranteed to run once. It may be run a second time if space allows. If you need assistance in putting together your article, please contact Elaine. Photos are always welcome. They should be high-resolution jpeg files. In addition to submitting articles announcing your event, remember that articles describing how your event went and photos illustrating this are just as important.

## Website

Events listed on the website are usually of interest to a large segment of our congregation. Other media such as the bulletin, newsletter, and congregational e-mail are more appropriate for smaller events. Submit information for the St. Peter's website to Elaine Saunders. Your input on graphics is welcome; Patty Campbell will do the actual design so that it conforms to the website space. Check the information on the website about your group periodically to make sure it is up to date. The newsletter is available on the website as soon as it is published.

## Images

Make sure you have permission to use any images such as photos, graphics, or clipart. This is especially true for anything that will be posted on the website or Facebook or will appear in the newsletter. Just because an image is on the internet doesn't mean it's free for anyone to use. These sites have images you can download for free: <https://unsplash.com/> <https://www.creationswap.com/gallery?l=1&t=1> <https://www.freeimages.com/>

## Congregational e-mail

E-mail is usually sent out to the entire congregation on the weeks in which there is not a newsletter and is limited to items that pertain to most of our members. Items are usually taken from the bulletin announcements. Please contact Elaine Saunders if you want more information about e-mail.

## Posters, Fliers, and Brochures

Pending approval, you are welcome to place posters, fliers, and brochures for St. Peter's programs in approved areas around the church to promote your event or to send them out through e-mail or mail. Please submit your poster, flier, or brochure to Elaine Saunders for approval before posting. One flier or brochure can be posted on the bulletin boards on the second floor of the Sanctuary building and in one 8 ½ x 11 holder on the main Information Desk and The Element Guest Table. You can post fliers in adult Sunday School classrooms if you get permission from that class. Fliers, brochures, and other printed materials may not be posted in any other rooms or left on tables. They may not be taped on doors or windows or in hallways or bathrooms. They may not be passed out to people on Sunday mornings. Please remove your fliers and brochures when your event is over. We do not allow outside groups to post fliers around the church.

## Sunday School Notebooks

Contact Elaine Saunders about placing announcements or printed materials in the Adult Sunday School notebooks. If you print these materials at the church, they should be in black and white so that we can be good stewards of the church's resources. Colored paper is available for you to use if you like. You are responsible for placing the materials in the notebooks once they are approved. The notebooks are located behind the Information Desk in the Lobby.

## T-shirts

Please submit T-shirt designs to Elaine Saunders for approval before printing.

## St. Peter's Logo

St. Peter's logo is a key element of our identity and provides instant recognition for our church. Therefore it is important that we be consistent in its use. Please do not alter or embellish the logo in any way, including separating the words from the graphic or printing it in a non-approved color or incorporating additional elements into the logo. You are encouraged to use the St. Peter's logo on your promotional materials. Printed materials or T-shirts that will be used off campus should have the St. Peter's logo on them. Electronic files of the logo can be obtained from Elaine Saunders. You will need to submit your final design to her for approval. The logo is not intended for personal use. We are no longer using the logo with the blue and green gradient. Please use the blue version.

## Outside Advertising

If you are planning to run a paid or free ad in a publication outside of St. Peter's, please submit it to Elaine Saunders for approval by the Staff Communication Team before sending it to the publication.

## Press Releases

Press releases sent to outside publications are used to spotlight a newsworthy event or possible feature article. Elaine Saunders is available to help you with editing.

There are a few other areas you might be interested in when planning your event. For information, please contact the appropriate person below.

**Patty Campbell** ([pcampbell@stpkaty.org](mailto:pcampbell@stpkaty.org))

Electronic sign, Facebook

## Electronic Sign

Items on the sign are usually large events that have church-wide appeal and community outreach. Events should reflect our mission statement: Connecting the world with God's love. Please see Patty Campbell if you have an event for the sign.

## Facebook

Contact Patty Campbell about placing announcements on our Facebook page.

**Ed Barron** ([ebarron@stpkaty.org](mailto:ebarron@stpkaty.org))

Calendar (printed, website, and on the screens in the Lobby), room reservations, space at the Information Desk, signs, banners, donation collections

## Room Reservations and Calendar

To reserve a room for a class, small group, or other activity, visit [stpkaty.org](http://stpkaty.org) and click on Policies and Forms found on the footer of each page. There you will find St. Peter's Facility Use Policy and Facility Use Request Form. After you read the policy, fill out the form and follow the instructions for submitting it. You can specify how you want the room set up, including number of chairs, tables, media equipment, etc. When your room is reserved, your event is listed on the church calendar. We are happy to create online registration for large events for those leaders who need to buy bulk supplies or need to know how many to prepare for. Please contact Elizabeth Bucher at [ebucher@stpkaty.org](mailto:ebucher@stpkaty.org) to determine if online registration is appropriate for your event. If you want online registration for your event or class, check the box on the request form. You can register people at the Information Desk in the Lobby with approval from Ed Barron. For information on Building Use Guidelines, go to [stpkaty.org](http://stpkaty.org) and click on Policies and Forms found on the footer of each page.

## Space at the Information Desk

Ministries can reserve a space at the Information Desk to publicize their event, sell tickets, sign up participants, etc. Contact Ed Barron to make the reservation.

## Signs and Banners

Contact Ed Barron about any signs or banners you want to place around the church campus. Signs and banners should be approved by Elaine Saunders before you have them printed.

## Ministry Event Promotion—The Short Version!

To make promotion of your event as effective and efficient as possible, please consult this list when doing your planning:

- I have determined if my event is for St. Peter's or the community and whether it is a church-wide event or for a smaller group of people, as this will affect how it is publicized.
- Before producing any written or graphic materials related to my event, I have consulted the Ministry Event Promotion Guidelines (on the shared drive in Policies and Procedures or on the website under Policies and Forms) or contacted Elaine Saunders ([esaunders@stpkaty.org](mailto:esaunders@stpkaty.org)).
- I have checked the church calendar to make sure my event is not in conflict with another event.
- I have determined if my event requires online registration. (This would generally apply to events where it is necessary to order materials or food or to limit the size of the group.) If I need online registration, I have indicated this by checking the box when I filled out the Facility Use Request Form (on the website under Policies and Forms) to book a room. If you need childcare, you must have online registration.
- I have booked a room through Facilities using the Facility Use Request Form (on the website under Policies and Forms) and received confirmation from the Facilities Team before publicizing my event.
- If I need childcare, I have contacted Nursery Coordinator Amanda McDaniel ([amcdaniel@stpkaty.org](mailto:amcdaniel@stpkaty.org)).
- I have contacted Elaine Saunders ([esaunders@stpkaty.org](mailto:esaunders@stpkaty.org)) to place information about my event in the bulletin, newsletter, Friday e-mail, website, or Facebook and will submit this information to her by the deadline of Monday at noon.
- I have determined if I need other items such as fliers, banners, T-shirts, etc., and I am aware of the lead time needed to print these items. I have submitted proofs of these items to Elaine Saunders ([esaunders@stpkaty.org](mailto:esaunders@stpkaty.org)) prior to printing.

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