

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, the Staff Communications Team has put together the following guidelines concerning the various avenues of communication. Please e-mail or call (281-492-8031) the contact person listed for each category for more information or assistance. Most items that need to be approved may be submitted electronically.

Elaine Saunders (esaunders@stpkaty.org)

Comprehensive publicity plans, bulletins, newsletter, fliers and brochures, T-shirts, logo, outside advertising, press releases, other written materials

Comprehensive Publicity Plan

This is a publicity plan for an 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

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 bulletin for traditional services for two Sundays. After that it will be run as space allows. Church events get priority over outside events. Other factors that determine priority are meeting the deadline, date of event and scope of event. Because of the size of *the element* bulletin, only a few announcements will be used in it.

Worship slides

All bulletin announcements are forwarded to Shawne Moore who will select announcements to put on the screens based on size and scope of the event. All slides will be designed by Shawne.

Worship Bulletin Inserts

Bulletin inserts are used only on rare occasions. 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.

St. Peter's Connection Newsletter

The newsletter is published every other week. 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.

Fliers and Brochures

Pending approval, you are welcome to place fliers and brochures in approved areas around the church to promote your event. Please submit your flier or brochure to Elaine Saunders for approval by the Staff Communication Team before posting. One flier or brochure can be posted on your group's bulletin board if you have one, 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 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 posted on the bulletin board at the Shillington entrance or taped on doors or windows or in hallways or bathrooms. Please remove your fliers and brochures when your event is over.

T-shirts

Please submit T-shirt designs that include St. Peter's or the St. Peter's logo to Elaine Saunders for approval by the Staff Communication Team 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 by the Staff Communication Team.

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 is available to help you with editing.

Shawne Moore (shawnehalm@gmail.com)

Worship slides, videos or slide shows shown in worship, posters, signs, banners, graphic design

Worship slides

All bulletin announcements are forwarded to Shawne Moore who will select announcements to put on the screens based on size and scope of the event. All slides will be designed by Shawne.

Worship Videos or Slide Shows

All events or groups requesting videos or slide shows to be viewed in worship must have a consultation with Shawne Moore and approval by the Staff Communication Team.

Posters, Signs and Banners

Please contact Shawne Moore concerning design of posters, signs and banners. She also will work with you on placement. These must be approved by Staff Communication Team.

Patty Campbell (pcampbell@stpkaty.org)

Website, electronic sign, Sunday School notebooks

Website

Submit information for the St. Peter's website to Patty Campbell. Check the information on the website about your group periodically to make sure it is up to date. Bulletin announcements are placed on the website each week under Special Events. The newsletter is available on the website as soon as it is published.

If you want a page for your group or event, you must provide the content to Patty. She will design and maintain the page. You are responsible for supplying her with current information. The Staff Communication Team has final approval on what will go on the website. You can link a webpage that you have created to the St. Peter's site, but it must meet St. Peter's standards and is subject to the Team's approval.

The promotional slides that scroll on the homepage are usually for events that have community outreach or are large in scope. They are very limited in number and are subject to the Team's approval.

Electronic Sign

Items on the sign are usually large events that have church-wide appeal and community outreach. Please see Patty Campbell if you have an event for the sign.

Sunday School Notebooks

Contact Patty Campbell about placing announcements or printed materials in the Adult Sunday School notebooks.

Jennifer Hollingshead (jhollingshead@stpkaty.org)

Event registration, congregational e-mail

Registration Sheets

The preferred method of registration for events is online through the St. Peter's website. You can set this up through Jennifer Hollingshead. If you must have a sign-up sheet, it should be placed in the designated area on the main Information Desk or at your bulletin board in the Lobby or on the Information Table in *the element*. If you advertise that people can sign up at any of these places, please make sure the sign-up sheet is in place. When the registration period is over, please remove your sheet. You can also register people at a table in the Lobby with approval (see below).

Congregational e-mail

E-mail is sent out to the entire congregation once a week and is limited to items that pertain to most of our members. Please contact Jennifer if you want more information about e-mail.

Chris Scott (cscott@stpkaty.org)

Website calendar, room reservations, tables in the Lobby, directional signs

Website Calendar

Contact Chris Scott to schedule a room for your event. He will put the information on the calendar that is on our website. It is very important that you let him know when your event ends or of any dates when you are not meeting. Failing to do so may cause cancellation of your event. For information on Building Use Guidelines, click on <http://www.stpkaty.org/giving-resources/policies-forms/> or go to [stpkaty.org](http://www.stpkaty.org) and click on Giving and Resources and then Policies and Forms.

Tables in Lobby

Contact Chris Scott for approval of any table set up in the Lobby to promote your event. Chris will arrange for set-up. If you will be using a poster, please contact Shawne Moore.

Directional Signs

Contact Chris Scott about any directional signs you want to place around the church campus on the day of your event.