

LOS ALTOS UNITED METHODIST CHURCH

Promoting a Church Program, Event, or Project

Congratulations! You have planned a great program, event, or project for LAUMC!

- Your event has been reviewed and approved by the appropriate discipleship practice committee.
- You have followed the necessary financial procedures if there are financial considerations for your activity.
- You have booked a time, space, and resources on our facilities calendar through our Welcome Desk administrator if your program takes place on our church campus.
- Now it is time to plan how you will promote this program to attract the most attention and interest in it. You are encouraged to develop a written communications plan for your event/activity that describes how you intend to use the church's available communication channels. Send this plan to the director of communications (communications@laumc.org) for review and comment, and she/he can work with you to schedule communications on the church publications calendar.

The following are possible communication channels for promoting an event at our church:

- **Good News! monthly newsletter:** This print and emailed newsletter publicizes upcoming church events, reports on past events, and shares other community highlights. Photos are welcome.
- **Weekly Sunday bulletin:** The bulletin is printed to hand out in worship and shared online with the livestream audience. It focuses on upcoming events and other brief announcements. No graphics are used.
- **Screens in the Sanctuary:** Announcement slides to be displayed on the screens in the Sanctuary before each Sunday worship service are developed from the bulletin announcements each week. The slides combine very brief text and a picture.
- **LAUMC website:** Our website is first and foremost to communicate to visitors, then secondarily for regulars. Events and programs get promoted in the newsfeed, and the sliding graphics on the home page highlight the top two or three opportunities that we want visitors to check out.
- **Weekly E-News:** This email newsletter has a broad internal audience and is used to give readers a spiritual reflection component, information about the upcoming Sunday worship, and the top three news items or events coming in the next week.
- Special flier or brochure distributed at the Connection Points in the church and Creekside entrances
- An attractive, eye-catching poster placed on bulletin boards around campus
- Church-wide email or email to a targeted audience
- Witness of Faith moment in worship service
- Videos (in worship or on website)

Here are some guidelines to follow in using any of the above-mentioned communication channels. Please submit all announcements and/or articles to our director of communications.

Good News! – Short, concise articles generally attract more attention than long, wordy ones. Add catchy titles and photos that will draw people to your article. All articles must be submitted by the monthly deadline. (Generally noon on the first Monday of the month, but please confirm deadlines and exceptions on the *Good News!* schedule, posted in the church office.)

Sunday bulletin – Submit name of event, date & time, location, and one or two short statements about the event, as space is very limited in the Get Connected section of the bulletin. All announcements must be received by Wednesday at 3:00pm prior to the Sunday you wish to have them featured. Announcements will be included depending on space availability and will run for two weeks.

Screens in the Sanctuary – Generally, announcements which appear in the bulletin will also appear on the screens on the same Sundays. Special requests for other announcements to be featured on our Sanctuary screens may be made to our director of media ministries at least two weeks in advance.

LAUMC website – When you submit your articles for the *Good News!* or the Sunday bulletins, you may request that your event be featured on the website. Announcements for the website may be sent to the director of communications. Articles can be posted at any time, but the director of communications may choose to space them out to avoid posting too many at once.

Weekly E-News – The Weekly E-News is a compilation of announcements from the Sunday bulletin and the *Good News*. Requests for additional or special announcements may be sent to the director of communications.

Special flier, brochure, or poster – Have someone on your committee or in your event planning group design an eye-catching flier, brochure, or poster that gives all pertinent details and information about your event. Deliver printed materials to the director of communications. Please have the design and information proofed for completeness and accuracy before printing. The church office staff is willing to assist with printing, but we must have notice to ensure paper and ink supplies are ready and staff and machine time are available.

Church-wide emails – Email blasts are rarely used, as our email newsletters already reach those who wish to hear from LAUMC. Contact the director of communications if you want a request to be considered.

Witness of Faith – A Witness of Faith is an opportunity to share in our worship services how a special ministry of the church has affected your life and spiritual development. These special testimonies are approved and scheduled by the minister of music and worship arts.

Videos – The director of media ministries approves, schedules, and produces special videos for use in worship, on the LAUMC website, and other occasions.

Unless otherwise noted above, all requests for publicity should be submitted to the director of communications. We will freely exercise editorial privileges as space or style demand. Our church staff is here to support your efforts, so don't hesitate to call or email us. Our Welcome Desk administrator will be happy to direct your call to the appropriate staff member who can assist you.

Contacts

Director of Communications: Emily Allen, emilyallen@laumc.org

Director of Media Ministries: Cindy Golden, cindygolden@laumc.org

Minister of Music and Worship Arts: Rev. Dirk Damonte, dirkdamonte@laumc.org