Communication Guidelines for Publication of Ministry Events/Programs

Pender UMC

5/18/11

Ministry leaders and event coordinators are responsible for seeing that their information is submitted for publication when desired, REGARDLESS if it is an annual/semi-annual event or program. The church staff is more than willing to put the announcement in the bulletin or weekly email and to help with preparations or resources, but the initial request with detailed information has to come from the ministry area or event organizer. The office staff is busy with multiple responsibilities and it should not be assumed that they will automatically publish information.

The following guidelines should be observed:

1. Information regarding ministry events and programs will not be published until submitted by using the Resource Request Form for submission to the church calendar. NOTE: Submission to the church calendar does not assume that information will be published.
2. ALL information for publication must be submitted to the church office no later than 3pm on Tuesday of the week that publication is desired.
3. Bulletin: Information to be published in the worship bulletin should be as concise as possible to include name of event/ministry, date, time, one or two sentence summary, and a contact person. Bulletin inserts will not be commonly considered. If room is needed within the bulletin for more recent or urgent announcements, your announcement might be shortened or postponed until the next week.
4. Weekly email: Top priority will be given to information pertaining to the weekend immediately following the email to include information about worship, church ministries and activities taking place that weekend, church ministries and activities taking place the following week, and a brief “look ahead” to the next weekend. Any other information will be listed under the “Upcoming” section at the end of the email, with links to more information on the website, if available. NOTE: Additional email blasts during the week other than the weekly email will not commonly be considered. Attention must be given to the 3pm Tuesday submission deadline.
5. Website: This is where the bulk of your ministry/program information should be. You can go into as much detail as you want on the website. Each ministry/program of the church has, or can have, its own page on the church website. Each ministry/program leader is responsible for the updating of this content. NOTE: They do not have to do this themselves. Someone else can do it. The leader is simply responsible that it gets done. If training is needed, please contact the webmaster for additional help.
6. Pastors maintain the right to make extraordinary exceptions.

Submitted by Pastor Dan Elmore, Butch Kinerney, Debbie McKamey.