

Lutheran Church of the Resurrection

Communications Guidelines & Strategy

This document is designed to give staff and lay ministry leaders clear guidance on communicating church messages, news, and updates, in order to promote efficient lines of communication through the entire church. It is also intended to give clarity to which communication tools are designed for which functions, and consequently, which messages.

Description and Scope of Current Communications Tools

- **Service Bulletin** – The Sunday morning service bulletin is designed to guide worshipers through the service. Special inserts in the bulletin are not allowed.
- **The Ministry This Week** hand-out is our primary tool for communicating written announcements on Sunday mornings. These announcements are also available on the church website and are sent in a weekly mass email.
- **Verbal Announcements** – Verbal announcements, made from the pulpit each Sunday morning, give special emphasis to upcoming church events that have previously been publicized through other written media.
- **Website** – The website is a resource for the congregation and newcomers to find upcoming church event details, to communicate with the office (e.g. staff contact info, online forms, etc.) and to find resources. The announcements that receive priority on the website are those that affect the entire congregation, those that are targeted at newcomers, and others that seem appropriate to be advertised in such a public way.
- **Newsletter** – The church newsletter is a ministry tool to inform and engage members and friends in current events of Resurrection in a timely fashion. The newsletter is a vehicle for informing, inspiring and encouraging the congregation and communicating the ministry of Resurrection.
- **Facebook Page** – The church Facebook page is intended to broaden our reach to a wider public audience. Facebook posts should generally be made to announce special events and to highlight ministry stories. Whereas the newsletter is intended to direct our internal audience (i.e. the congregation and those familiar with us) to other locations, our Facebook page is intended to bring attention to the ministry, program and activities of Resurrection.
- **Email Blasts** – Mass emails (or email blasts) are limited to regularly scheduled messages and urgent or time-sensitive news updates (deaths, cancelations of major church events, or other emergency news that relates to the congregation). Regularly scheduled messages currently include church announcements (Ministry This Week), sent on Fridays, and the monthly newsletter.
- **Bulletin Boards/Kiosk** – The four bulletin boards and kiosk are available for publicizing church-related events.
 - Bulletin boards (2) outside of the Teen Center are reserved for Children's and Youth ministry use.
 - Kiosk in the Faith Center and bulletin board in the church narthex should contain church-related events.
 - Bulletin board outside of the Administration Building may contain church-related events and other appropriate notices for other organizations as approved by the Communications Committee.
- **Inter-Committee Communication** - Committees post current committee plans and projects online in order to inform and collaborate with all relevant leaders. Committee chairs are asked to post or delegate posting their ICC within 72 hours of their meetings. Posting includes writing committee highlights, choosing committees to notify, and sharing meeting minutes. Emails are automatically sent to the committees chosen through posting

Submission Guidelines

- **Source** – Whenever possible, communication requests should come directly from staff or ministry team leaders. This helps to ensure that requests have been reviewed by the proper ministry committee so that the staff does not have to verify requests.
- **Content** – Submit all content for announcements, newsletter articles, etc.—both text and visual—to staff in its complete form. Do not send basic details of events to staff, requesting that they compose a message or search for an appropriate visual aid. **Content may be edited** at the discretion of Communications Coordinator, Kathy Johnson, for the purposes of visual and messaging consistency. Any significant changes to content should be approved by the original author. In case of a question about whether an item belongs on the website, newsletter or announcements, the Communications Coordinator will consult with Pastors.

Making Communication Requests

Requests for communications may be made by following the guidelines for each medium listed below:

- **Written Announcements** – Brief written announcements appear in *Ministry This Week* and should be publicized no more than three times. Articles should be kept to approximately 80 words. If more information is necessary, readers should be invited to a “read more” link. Requests for written announcements on a Sunday may be made through the administrative assistant and emailed to Kathy Johnson at lcrchurch.org by 12:00 p.m. on Wednesdays.
- **Verbal Announcements** - Verbal announcements occur on Sunday morning during worship and should be made no more than twice. Requests for verbal announcements may be made through Kathy Johnson by 12:00pm on Thursday.
- **Bulletin Boards/Kiosk** – The bulletin boards and kiosk are available for publicizing church-related events. Please do not put ads or flyers for other organizations on the bulletin boards. Requests may be made through the church office.
- **Website** – Requests for adding to the website may be made through Communications Coordinator, Kathy Johnson.
- **Prayer List** – The prayer list is sent out every Friday within Ministry This Week announcements. Requests for additions to the prayer list may be made through Kathy Johnson by 12:00 p.m. on Friday.
- **Newsletter** – The newsletter is published monthly close to the first of each month. Requests to submit an article, ministry update, announcement or any other communication through the newsletter may be made through Kathy Johnson one week in advance. Content should be no more than 250-300 words accompanied by a picture or artwork. If more information is necessary, readers should be invited to a “read more” link.
- **Facebook Page** – Requests to post on the Resurrection Facebook page may be made through the Communications Coordinator.
- **Postcards/Brochures** – Design and production of ministry-related materials such as postcards and brochures should be coordinated with the Communications Coordinator.

Communicating Facility/Equipment Needs

- **Facility Use** – When planning an event, members must make all facility requests through the Facility Use Coordinator, Diane McCauley, to ensure availability. Requests must be submitted 72 hours in advance.
- **Sunday morning table reservations** – A reservation to have a table in the Faith Center foyer available for your needs on Sunday morning should be made a week in advance through the Facility Use Coordinator, Diane McCauley. A limited number of tables are available and are assigned first come, first served.

Contacts:

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