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Communications Submission Guide

Effective promotion of events includes using several promotional options.

Your Promotional Options

Website	Mass Mail
Bulletins	Sunday Morning Promotion
E-news	Outdoor Signs
Facebook	Bulletin Boards
Calendar	Welcome Bags
Plasma Screens and Worship Screens	Online Sign-ups
Posters and Printed Material	

Please submit all communications requests to both wendy@brightonfumc.org and karen@brightonfumc.org.

- All submissions must be in writing, either by email or delivered to the church office. This helps with accuracy.
- Be specific about what communications options are to be used (bulletin, e-news, etc.)
- Include details (what, where, when, why), pictures, graphics and/or logos.

Website

In order to have effective, relevant ministry, we use our website as our central source for all communication. **Deadline for general website submissions or changes is Monday at 4 pm of every week.** Most website requests can be fulfilled that same week; however, some requests may take more time.

Do not outsource your website needs to a third-party site. This includes member-owned domains, etc. We will not promote or link to a third-party website if we deem the content is not aligned with our mission and/or goals.

Cost: There is no additional ministry cost for promotion on the church website.

Connection Cards

Deadline for Connection Card submission is one month before the card will be printed.

Connection Card information should be limited to the title or name of your event, class, date, time, etc. People are directed to get more information from the website. Your designated contact person will receive names of those who indicate an interest on Connection Card so please plan for follow up.

Cost: There is no additional ministry cost for promotion on the connection card.

Bulletins

All bulletin announcements must be posted on the church website. The deadline for all bulletin articles is two weeks prior to when it will appear in the bulletin, although it is preferred to send information at least four weeks in advance. The bulletin is planned out one month ahead; Please note that items submitted close to the print date may be excluded or moved to the next week.

Plan your communication strategy in advance. Due to the space restriction of the bulletin, we strongly advise all Ministry Leaders to plan their communication strategy several weeks in advance.



Bulletin articles must be brief and to the point. Please limit your announcement to a headline and three to five sentences, including contact information. Your article will be edited by church staff as needed. If you need more space, please contact the church office to discuss other communication options.

Do not include abbreviations or “insider language”. Anyone, whether visitors or long time members, should know exactly what you are talking about in your announcement.

Bulletin article posting frequency is determined by timeliness and space available. As much as we would like to be able to print every submission, everything is subject to final approval (based on size, content and priority). If your submission is not approved, there are other promotional options available.

Cost: There is no additional ministry cost for promotion in the bulletin.

E-news (weekly email newsletter)

Deadline for E-news submissions is Monday at 4 pm, a week prior to it being sent out.

Please include an image. Images make the E-news dynamic and attract attention to your announcement.

E-news articles should be short and to the point. Articles with a lot of information are more effective if posted on the website with a brief “teaser” in E-news. E-news articles may contain links that takes the reader directly to the website and/or sign-up pages.

Cost: There is no additional ministry cost for promotion in E-news.

Facebook

Used for an announcement, a request, event photo/video, etc. that you would like promoted on the church Facebook Page. Facebook articles may contain links that takes the reader directly to the website and/or sign-up pages.

Cost: There is no additional ministry cost for promotion on Facebook.

Calendar

All calendar requests must be approved before they are officially added. Once approved, the event will be added to the church calendar.

Note: All specific room requests need a completed “Building Use Form” (pick up in the office or find on church website).

Cost: There is no additional ministry cost for using the church calendar.

Online Sign-ups

All Online sign-ups should be created and posted on the church website.

Cost: There is no additional ministry cost for online sign-ups.

Monitors & Worship Screens

Deadline for slide requests is Tuesday by 4 pm. All submissions run on a first-come, first-serve basis. Submissions must be done in writing and they must be brief and include a picture/logo.

Cost: There is no additional ministry cost for promotion on the monitors or Worship screens.



Bulletin Boards

Bulletin Boards are used primarily for promotion of youth and children's ministries and missions. However, periodically throughout the year there are times when the bulletin boards are available for other mission projects or church event advertisements.

A Community Event bulletin board is located outside of the first floor restrooms. This board is monitored by staff and clergy for events that align with our mission and goals. Any event that does not align with our mission and goals will be promptly removed without notice.

Note: Community Event posters and fliers left in other areas on our church campus will be removed without notice.

Cost: Depending on supplies needed, there may be additional ministry cost associated with the bulletin boards.

Sunday Morning Promotional Options

The best way to promote any event, class, mission, etc. is to make face-to-face connections with people on Sunday mornings. Please schedule and get this pre-approved by the church office and the Mission Committee so there is no overlap of requesting volunteers/funds. The following options are available on Sunday mornings:

- Hand out information (flyer, postcard, etc.) to congregation members as they leave worship. Please get this pre-approved by contacting the church office.
- During coffee hour, offer personal invitations to people to participate/volunteer.
- Create a temporary display, including people to explain display and event.

Please note: With very few exceptions, there are no announcements given during worship. Last minute announcement requests cannot be considered.

Cost: With the exception of pre-designed publications/handouts, there is no additional cost to advertise on Sunday Mornings.

Mass Mail

The church office is able to print labels and send mass mail and emails to the congregation.

Cost: Cost varies, please contact the church office for more information.

Welcome Bags

Welcome Bags are bags of information and a small gift given to visitors. We ask that any information (postcards, flyers, brochures) given in the Welcome Bags be relevant and long-standing. Welcome Bags are not the place to include one-time events or events that are subject to changing schedules.

Cost: Depending on printing there may be additional ministry cost associated with the Welcome Bags.

Outdoor Signs

Outdoor signs are available to be displayed in the front yard along Grand River and/or hanging from the awning at the main/front entrance to the church.

Cost: Cost varies and is also subject to additional costs for permits through the City of Brighton or Whitmore Lake.

Posters and Printed Material (postcards, posters, etc.)

Due to the nature of design and varying printing times, **deadline for poster/color print requests is at least six weeks prior to your event.**

Cost: The cost of posters and/or color prints varies greatly. Please request a quote for your project.