

# PUBLICITY AT FAITH COVENANT CHURCH



We plan programs and events to help support our mission statement of “Connect, Grow, Serve”. Events can have a focus on any of these areas. Thinking through the process ahead of time will help you clarify the most important components of your event. Planning ahead will allow the church staff to help you make the best event possible.

The Publicity Form can be downloaded at [4fcc.org/event-planning](https://4fcc.org/event-planning). If you have any questions, please contact Amanda Haelterman by email at [amanda.haelterman@4fcc.org](mailto:amanda.haelterman@4fcc.org) or by phone at 248.661.9191.

## SUBMIT DATE FOR APPROVAL

Once you have a date for your event, please run it by Amanda in the church office. She will check the church calendar and take it to staff meeting for review. Staff meetings are held on Tuesdays at 10am.

## COMPLETE PUBLICITY FORM

When the date is approved, then complete the Publicity Form. If using the website, [download](#) and save the form with a new document name. The form can be filled out on your computer by clicking on a field and entering the details.

## SUBMIT THE PUBLICITY FORM

Once you have completed the form, save, and attach it to an email to be sent to Amanda Haelterman ([amanda.haelterman@4fcc.org](mailto:amanda.haelterman@4fcc.org)). Ideally the form should be submitted 6 weeks before the event takes place. This timetable is necessary to:

- Make sure there are no date conflicts with other planned church events
- Make sure the facility is available for your event
- Get your event publicized. The sooner we receive your request, the sooner we can prioritize it. Publicity requests are not guaranteed.
- Get you prepped to use the facility

## FINAL CONTENT

All final content needs to be submitted to Amanda by **Tuesday at 12:00pm, noon**, prior to the weekend you would like it to run. The sooner we receive your details, the sooner we can prioritize it. Publicity requests are not guaranteed.

## PUBLICITY NOTES

Our digital platforms have the ability to communicate multiple church announcements, however we try our best to limit stage announcements to no more than 3 per Sunday.

Our communications team will use best judgement on timing. Turning in event packets early gives more options.

Thank you!



# PUBLICITY FORM

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Coordinator: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

1. Event coordinator is responsible for submitting final content by noon on the Tuesday prior to publication.
2. PLEASE **electronically submit** verbiage for publications.
3. Information provided past deadline will not be guaranteed for publication.
4. Staff reserves the right to modify verbiage based on space & availability.

PROMOTIONAL OPTIONS	Check If Desired	8 Wks Before	7 Wks Before	6 Wks Before	5 Wks Before	4 Wks Before	3 Wks Before	2 Wks Before	1 Wk Before
Graphic/Color Scheme for all Publicity Items <i>Coordinate with Communications Director</i>									
Webpage with Details									
Digital Bulletin Announcement									
PowerPoint Slide (for pre-service scrolling announcements and flat panels)									
Social Media Posts									
Postcard: to be mailed out									
Postcard: to be handed out									
E-mail Blast									
Announcement in Sunday Services <i>(not guaranteed, time in service is limited)</i>									
Registration/Information Table Leading Up to Event									
Outdoor Church Sign									
Staging Area									
Registration/Information Table at Event									
Other:									

# Announcement Tips

## Avoid using acronyms

Assume that your audience has never heard about your subject matter before. So don't use abbreviations or shortened references to subjects or activities that are only familiar to insiders.

**Examples:** "Portage Lake Bible Camp" not PLBC/Portage Lake. Introduce VBS as Vacation Bible School at least once in your announcement.

## Include contact information

If you want people to contact you or someone else for more info, be very clear about how to do that. It is not sufficient to say "contact me" as some won't know who you are or where to find you — make sure names and phone numbers are in the bulletin and/or on the screen.

## Communicate details

Tell people where to go to sign up: don't just say "go into the Fellowship Hall" but "Our signup table is in the Fellowship Hall which is immediately to your right as you exit the sanctuary" Have the registration website on the screen and/or bulletin announcement that coincides with your message.

**Announcement** (include **RSVP instructions and deadline** if applicable):

**Food?** \_\_\_\_\_

**Are you serving?** \_\_\_\_\_

**Do you need things purchased?** \_\_\_\_\_

**Do you need the building opened for you? Yes** \_\_\_\_ **No** \_\_\_\_

**If yes, what time?** \_\_\_\_\_

**Any other details?**