

## Communications Planning Guidelines

*These guidelines were developed to serve as a communications planning tool.  
Thank you for leading ministries and events at Lake Magdalene United Methodist Church!*

1. Complete the Communications Request form **2 weeks prior to your promotion start date**. This gives ample time for the Communications Coordinator to design the needed materials.
2. Use the chart below as a guide for what promotional methods would work best for your ministry/ event.

Church-wide Programs	Large Events	Ministry Events
Sermon Series, Ash Wednesday, Maundy Thursday, Easter, Christmas, Concert Series	Men’s Retreat, Ladies Retreat, Fellowship Events, On Campus Mission Events, VBS, Ticketed Event	Monthly Meetings, Off-Campus Missions Events, Bible Studies, Reoccurring Ministry Events
6 weeks to promote your event	6 weeks to promote your event	3 weeks to promote your event
<ul style="list-style-type: none"> <li>- Website Featured Event</li> <li>- Web Events Page</li> <li>- Bulletin Graphic</li> <li>- Messenger Graphic</li> <li>- Pre-Worship Slide</li> <li>- FB Cover (Church Page)</li> <li>- FB Event</li> <li>- FB Post</li> <li>- Flyer/Handout</li> </ul>	<ul style="list-style-type: none"> <li>- Web Events Page</li> <li>- Bulletin Graphic</li> <li>- Messenger Graphic</li> <li>- Pre-Worship Slide</li> <li>- FB Event</li> <li>- FB Post</li> <li>- Flyer/Handout</li> <li>- Tickets/ Registration Link</li> </ul>	<ul style="list-style-type: none"> <li>- Web Events Page</li> <li>- Bulletin Announcement</li> <li>- Messenger Announcement</li> <li>- Pre-Worship Slide</li> <li>- FB post</li> <li>- Flyer/Handout</li> </ul>
Paid Promotional Methods <ul style="list-style-type: none"> <li>- Newspaper Ad (\$150+)</li> <li>- Social Media Ad (\$5 - \$50)</li> </ul>	We suggest a <b>Save the Date 8 weeks prior to your event</b> . This can be put in the Messenger and Bulletin for up to 2 weeks.  Paid Promotional Methods you may want to consider. <ul style="list-style-type: none"> <li>- Social Media Ad (\$5 - \$50)</li> </ul>	
<b>Additional Promotional Methods</b> <ul style="list-style-type: none"> <li>- <b>Write a featured article for the Messenger!</b> The Communications Coordinator is more than willing to help and brainstorm with you if you have writers block!</li> <li>- <b>Make a 30 second – 2 minute video!</b> This is a great way for those looking to invite new people to join their group or attend an event. The video can be posted on social media and may be shown (with approval) on Sunday mornings during announcements.</li> <li>- <b>Share your creative ideas with the Communications Coordinator!</b> She is always ready to hear a great promotional idea!</li> </ul>		

3. In the content section on the Communications Request Form, please make sure to include the following:
  - a. Date(s) of Event
  - b. Time of Event
  - c. Location of Event
  - d. 1-2 Sentence description
  - e. Registration Info (if applicable)
  - f. Point of Contact