

First Baptist Church

Communication Guidelines

General Communication Guidelines:

- All announced events should first be scheduled through the church office either by phone, office visit, or through the church website by the staff liaison, committee chair, or ministry team leader. This allows the staff to review scheduled events and coordinate the allocation of church resources.
- All content needed for communication is due in the church office by 5:00 PM on Monday, one week prior to the beginning of the announcement to allow for scheduling, production, and internal communication.
- All general promotion announcements (verbal, video, etc.) made in worship are approved at staff meeting on the Tuesday before the announcement is to be made to allow for scheduling, production, testing and internal communication.
- All church website communications are managed by the appropriate staff member or ministry team responsible for the ministry/event.

Specific Guidelines: Communication venues will be made available to ministry leadership based on the anticipated participation of a particular ministry or event.

Fewer Than 25 People:

- Ministry/Event added to the church calendar and weekly schedule section in printed materials
- Postcard from the office or education on how to email your small group using web interface to directly contact members.

Fewer Than 50 People:

- Ministry/Event added to the church calendar and weekly schedule section in printed materials
- Postcard from the office or education on how to email your small group using web interface to directly contact members.
- One announcement in the Sunday handout prior to the event and one small announcement in the Family Connection as space allows.

Over 50 People But Less Than Half of the Church Family:

- Ministry/Event added to the church calendar and weekly schedule section in printed materials

- Postcard or email from the office or education on how to email your small group using the web interface.
- Two announcements in the Sunday handouts prior to the event and one small announcement in the Family Connection as space allows.
- Announcement slide with graphic two Sundays prior to the event
- Opportunity for two weeks of announcement on the church website as space permits
- Opportunity for one or two general promotion announcements in worship as space allows.

More Than Half of the Church Family:

- Ministry/Event added to the church calendar and weekly schedule section in printed materials
- Announcement slide with graphic up to four Sundays prior to the event
- Opportunity to utilize posters and church signage as approved by the church staff.
- Two mass emails from church office
- Opportunity to utilize a sign-up table prior to worship or after as space and schedule permits
- Two or three announcements with graphics in the Family Connection prior to the event
- Graphic announcement for four weeks on the church website
- Two to four general promotion announcements in worship as scheduled by the church staff.

Community Event Supported by FBC:

- Ministry/Event added to the church calendar and weekly schedule section in printed materials
- Announcement slide with graphic up to four Sundays prior to the event
- Opportunity to utilize posters and church signage as approved by the church staff.
- Two or three announcement with graphics in the Family Connection prior to the event
- Graphic announcement on the church home page announcement roll as suggested by staff.
- Opportunity for two to four general promotion announcements in worship as scheduled by the church staff.