

Denver United Methodist Church

Communications & Promotions

Promotional Procedures

It is the intent of this policy is to serve the DUMC body by strengthening the communication between ministries and the Body. The desire of DUMC is to promote any good work or Godly cause; however, due to the limited space and resources, we are only able to promote those events that have significant ministry support and involvement. The goal is to support Denver UMC in its mission of "*Becoming a harbor of hope in a chaotic world where people come to know God, build meaningful relationships and unleash compassion everywhere we go.*"

1. Contact the Membership/Marketing Manager as soon as you set the date for your event. He/she will assist you in formulating your promotional campaign and help identify the various mediums available for use. Please allow at least four (4) weeks prior to the date you want advertising to begin. After receiving approval for your ministry event, complete the applicable online communication request(s).

2. The following are possible mediums available based on the Priority System:

a. **Bulletin** – The purpose of the bulletin is to:

- Communicate the mission of Denver UMC
- Create movement directing people towards fellowship, discipleship and outreach from worship
- Help guests feel relaxed and welcome
- Advertise events and initiatives.

Requests must be submitted no later than Monday at 5:00 p.m. prior to the weekend to be promoted. Copies will be made and distributed at weekend services and a copy will be uploaded to the website on Thursday preceding the service.

b. **Web site** – A great effort is made to keep the denverumc.org site current with information and events. This is an excellent method for registration of special events and programs of your ministry. Material for your ministry or event should be submitted to the Membership/Marketing Manager at least two (2) weeks prior to event for placement on the web site.

c. **Email Announcements** – A weekly emailed update has been established to assist in promotion of events, ministry news and concerns affecting the Body at Denver UMC. This is sent out each Wednesday. Request for inclusion should be submitted one (1) week prior to the desired date of distribution.

d. **Social Media** – Requests for your ministry to be promoted via Facebook, Twitter or other social media sites of the church must be submitted one (1) week prior to the desired date of promotion.

e. **Monthly Newsletter** – A monthly newsletter has been established to give more information about your ministry. The newsletter goes out just before the first of each

month. Request for inclusion should be submitted two (2) weeks prior to the end of the previous month for the month to be promoted. Ex. Submit two (2) weeks before the end of September to be included in October newsletter.

f. **Worship slides** – Request must be made at least two (2) weeks prior to the date the slide announcement is to be shown. The policy is a maximum of six (6) slides per Sunday, several of which are logistical for worship. Announcements will be made based upon the Priority System unless preempted due to special circumstances, which will be approved by the Membership/Marketing Manager and the Director of Worship. Please plan early. Slides will be shown a maximum of 2 times based upon agreement of the ministry and Membership/Marketing Manager.

g. **Verbal announcements during worship services** – Request should be made at least one (1) week in advance of the date you desire the announcement and must be approved by the Membership/Marketing Manager prior to being announced. These announcements must pertain to the entire Body or an outreach effort based on The Priority System. Each verbal announcement will only be made on two (2) weekends.

h. **Videos or live skit during worship** – The worship service is a time of reverence and contains many guests so videos are mainly reserved for sermon series promotion and enhancement. Any video request must be submitted three (3) weeks in advance of the date you desire the promotion and MUST be approved by the Membership/Marketing Manager. Maximum of two (2) times to be shown.

i. **Ministry/Mission table** – Ministry promotion requests for sign-ups or promotions at the Ministry/Mission Centers must be submitted four (4) weeks prior to the desired date of promotion.

j. **Printed brochures and mailings** – Requests for all brochures must be submitted a minimum of four (4) weeks prior to distribution to insure time for proof and economical pricing of the printing, if appropriate. Approval from the Membership/Marketing Manager must be obtained prior to any distribution within the church building or mailing. Brochures will be displayed at the Ministry/Mission Centers and in the existing hanging wall displays located throughout the building.

k. **Banners** - Outdoor or indoor banners must be requested a minimum of four (4) weeks prior to the date of promotion and approved by Membership/Marketing Manager to meet both the size and display specifications. Ministries will be charged for the cost of the banner.

l. **Flyers and brochures in Sanctuary** – We ask that you choose another mode of promotion to preserve our worship space and time. The Narthex and Sanctuary spaces are to be treated with reverence and should not be used by anyone with the exception of the ushers for distribution of Sunday bulletins. No promotions are allowed in the Narthex or Sanctuary space at any time.

m. **Posters and Signage** – Promotional slides and other media have replaced the general use of posters affixed to any structure. Posters are not to be placed on the walls, glass doors or columns throughout the building. We urge you to use alternative means of promotion.

n. **Donation Bins** – Donation Bins are located outside of the church office to collect items needed for special programs and ministries. Donations will only be collected in support of a ministry/mission that fits into the DUMC mission statement. No other form of collection boxes will be allowed and no additional collection places shall be designated, except with prior approval.

o. **Welcome Centers** – The Welcome Center is designed for the express purpose of greeting guests, answering any questions they may have about Denver UMC. As such, it should NOT be used for sign-ups and gathering as it creates a chaotic atmosphere not conducive to our new guests.

p. **MANDATORY** - The Membership/Marketing Manager approves all other forms of mass communication not listed above prior to use.

3. All requests must be made via the online submission form found under the Resource tab on the web site. No directly emailed or verbal requests will be honored unless it is a birth or death.

The guidelines in this document apply to all staff, boards & committees, lay-led teams and ministry team leaders. The Membership/Marketing Ministry is here to serve you and make your promotional campaign effective.

Membership/Marketing Manager: Wendi Brooks - wendi.brooks@denverumc.org

Director of Worship Arts: Adam Rose - adam.rose@denverumc.org

Denver United Methodist Church

Priority System

| Level | Criteria | Support | Examples |
|-------|---|--|--|
| A | All Church Events All Departments Involved +450 people involved (75%)* | Graphic Design** Video in worship Web site Bulletin (2 times) Monthly Newsletter Weekly Update (2 times) Outside Sign Verbal Announcement Social Media Ministry/Mission Table | Sermon Series Christmas Services Easter Services Major Church Events |
| B | Individual ministry key events One time event Entire Department Involved +150 people involved (25%)* | Graphic Design** Video or slide in worship Web site Social Media Bulletin (2 times) Monthly Newsletter Weekly Update (2 times) Verbal Announcement Ministry/Mission Table | Minor programs or events Dinner theater Fall Festival OCC Shoeboxes Men's/Women's Retreats |
| C | Important but not premiere ministry event One time or weekly event Each ministry limited to 1 per week +60 people involved (10%)* | Graphic Design** Slide in worship Web site Bulletin (2 times) Monthly Newsletter Weekly Update Social Media Ministry/Mission Table | SPROUT Youth Retreats Registration for Bible Studies Helping Hands |
| D | Other ministry events, seminars & classes Non DUMC ministries 20+ people involved (3%)* | Web site calendar Bulletin listing Social Media Monthly Newsletter | Awareness events Local Church events Children & Youth Weekly Bible study |
| E | Miscellaneous announcements | Web site calendar Social Media | Wedding & shower announcements |

* Approximate percentages based upon average weekly attendance of 600.

** Graphic Design involves images, text, logos, etc. necessary for web and print media. We honor ALL copyright laws. No images/media will be shown without proper copyright permissions. Please note, the purchase price of such image(s) will come from the particular ministry's budget.

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Communications Ministry

PUBLICATION MEDIA & REQUEST TIMES

| Medium | Prior Request Time | Max. # Promotion Times |
|----------------------------------|--|-------------------------|
| Banners | 4 weeks | N/A |
| Bulletin | Monday @ 9:00 a.m. of the week to be printed | 2 times per promotion |
| Ministry/Mission Table | 4 weeks | 2 Sundays per promotion |
| Monthly Newsletter | 2 weeks prior to end of month | N/A |
| Printed Brochures | 4 weeks | N/A |
| Social Media | 1 week | N/A |
| Verbal Announcement | 1 week | 2 times per promotion |
| Videos during service | 3 weeks | 2 times per promotion |
| Website | 2 weeks | N/A |
| Weekly Update | 1 week | N/A |
| Worship Slide | 2 weeks | 2 times per promotion |
| Flyers/Handouts in Sanctuary | Not allowed | N/A |
| Posters/Signage affixed to walls | Not allowed | N/A |

Important Notes:

- All requests **MUST** be made via the online Promotions Request Form found under the Resources tab on the denverumc.org web site.

- No directly emailed or verbal requests will be honored.

- The use of individual emails as a distribution method is legally and morally wrong. Any individual

promotion via email to the Body of Denver UMC will not be tolerated and puts us all at risk. Please

promote your ministry through Denver UMC's mediums as these are designed to help you in all ways possible.