

Communication Package Information Sheet

Please note these are considered requested packages. Your plan may need to be approved or modified, and/or additional information may be requested for the promotion of your event/program.

++ Event may include online registration:

- Paid registration must go through the ACS Access program
 - Non-paid registrations may go through either the ACS Access program or have a custom-built "Ninja Form."
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Edit/Reprint Only - at least 1 week lead time (2 weeks if external printer or special paper)

Package A - Small/Express Communication Package

Less than the requested regular 2-week submission date (unless coming from Sr. Pastor or Session).

Also pertaining to very specific ages or interest groups and ongoing publicity after the initial advertising push.

Examples:

- An event next Sunday, weekend, etc.
- Children's Center Babysitting - advertised 2-3 weeks, ongoing
- Usher Volunteers Needed - advertised 2-3 weeks, now ongoing

To Include:

- Bulletin/Announcements Print (if space);
 - Website ministry webpage focus (at the discretion of Comm Team)
 - Social Media post (at the discretion of Comm Team)
 - Hallway Ministry TV graphics (if space)
 - PreService Announcement graphics (if space)
 - Article/spot in First Look Email (if space)
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Package B - Regular Communications Package

At least 2-3 week lead time, can meet with the communications team, but we've got it covered with just the form if you need us to do so.

For internal advertising of smaller/special-interest ministries, specific small groups or ages within a ministry, and events for under 25 people.

Examples:

- Young Families Sunday School Starting
- New Member Gathering
- GriefShare
- Precept Bible Study
- Greeter & Usher Training

To Include:

- Bulletin/Announcements Print;
- Website ministry webpage focus - ++ Online Registration Option
- Mobile app will connect to ministry webpage information
- Social Media post (2-3 at the discretion of Comm Team)
- Hallway Main TV graphics only if space
- Guaranteed Hallway Ministry TV graphics
- PreService Announcement graphics if space
- Article/spot in First Look Email (1-2 weeks with space)
- Article option in First Press Magazine
- Save the Date in First Press Magazine (1 month if on time)
- Ministry Guide
- Additional Print & Media items at the discretion of Comm Director

Package C - Ministry-wide Communications Package

At least 4 week lead time, please consider meeting with the communications team.

For internal advertising for large events and announcements - pertain to full ministry areas [all children, all youth, all young adults, all older adults, etc] or an event for 25 - 75 people)

Examples:

- Youth 7-11
- YAC Gospel Community Groups
- WOC Circles

To Include:

- Bulletin/Announcements Print;
- Website front page, ministry webpage focus ++ Online Registration Option
- Mobile app event/notice with front page visibility at the discretion of Comm Director
- Social Media Campaign beginning 2 weeks out
- Hallway Main TV graphics if space
- Guaranteed Hallway Ministry TV graphics
- PreService Announcement graphics
- Article/spot in First Look Email
- Article option in First Press Magazine
- Save the Date in First Press Magazine (1 month if on time)
- Ministry Guide
- Additional Print & Media items at the discretion of the Comm Director

Package D - Churchwide Communications Package

At least 6 weeks lead time and need to meet with the Communications Director.

For internal advertising pertaining to a large percentage of the congregation [all adults, all men, all women, all families, multiple ministries], the event will include more than 75 participants)

Examples:

- Stewardship
- Vacation Bible School
- Each Ministry's Churchwide big event(s) each season
 - Alpha
 - WOC Luncheon, LNO

- Men's Quarterly Dinner
- Love SATX
- National Day of Prayer
- Ministry Kickoff Event - PBS begins, KEYS begins
- New Member Classes

To include:

- Bulletin/Announcements Print;
- Website front page, ministry webpage focus, landing page, and/or slider graphic at the discretion of Comm Director, ++ Online Registration Option
- Mobile app event/notice with front page visibility
- Social Media Campaign beginning 4 weeks out
- Hallway Main TV graphics
- PreService Announcement graphics
- Article/spot in First Look Email beginning 4 weeks out - Feature at 2 weeks
- Feature article option in First Press Magazine at the discretion of Comm Dir
- Save the Date in First Press Magazine (2 months if on time)
- Ministry Guide
- Additional Print & Media items for a fully branded experience

Package E - Citywide Communications Package

At least 8 weeks lead time and need to meet with the Communication Director.

For both strategic public advertising and internal advertising of really big events - mainly Christmas, Easter, Kickoff, and Midday Noels.

To include:

- Bulletin/Announcements Print;
- Website front page, slider graphic & landing page, ++ Online Registration Option
- Mobile app event/notice with front page visibility
- Social Media Campaign beginning at least 4 weeks out, preferably 6 weeks

- Paid social advertising (ministry is responsible for budget)
- Paid local zip-code-specific printed mailer
- Hallway Main TV graphics
- PreService Announcement graphics
- Article/spot in First Look Email - Feature beginning 4 weeks out
- Feature article option in First Press Magazine
- Save the Date in First Press Magazine (2 months + if on time)
- Ministry Guide
- Additional Print & Media items for a fully branded experience