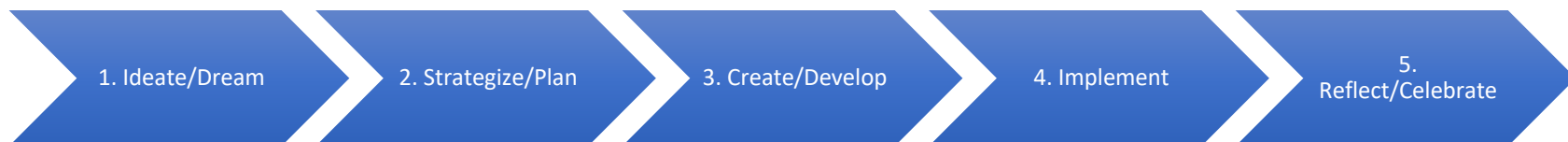


**Ministry Specific Initiative (Event, Program) Planning Tool with a Communications Emphasis
Version 4 – Established August 2021**



Timing	One Year in Advance of Event or in Accordance to the Annual Church Planning Summit	No Less Than 3 to 5 Months in Advance of Event	No Less Than 1 to 2 Months in Advance of Pre-Launch	Includes Pre-Launch Phase and During Initiative	Within 1 Month Post Initiative
Tasks	<p>Receive Approval from the Pillar– budget, resource, etc.</p> <p>Confirm the Schedule/Timing</p> <p>Determine the Theme</p> <p>Identify the Lay Leader(s) and Team to Manage the Initiative</p>	<p>Conduct Brainstorming</p> <p>Create Plan – including a Communications Component</p> <p>Relevance to the church vision, pillar goals, ministry purpose identified</p>	<p>According to the Plan:</p> <p>Create the relevant communications pieces for pre-launch, during, post-initiative</p> <p>Submit communication pieces to communications@fumcwp.org (see process) for approval before going live.</p>	<p>According to the Plan:</p> <p>Pre-Launch Phase: (1) Submit communication pieces for church-wide distribution via WuFoo Form (2) Implement the ministry specific efforts.</p> <p>During Initiative: Use communications pieces as needed to make the initiative a success.</p>	<p>Host a Reflection/Celebration Meeting to debrief</p> <p>Create a report outlining the event to reference for next year – ideas, learning, etc.</p> <p>Note the actual connection to the church vision, pillar goals, ministry purpose identified</p>
Owner	Lay Leader(s)	Lay Leader(s)	Ministry Team (Staff & Lay)	Ministry Team (Staff & Lay)	Lay Leader(s)
Inputs	<p>Pillar Team</p> <p>Ministry Lay Team</p> <p>Ministry Staff Member(s)</p>	<p>Ministry Team (Staff & Lay)</p> <p>Ministry’s Communications Ambassador</p> <p>Marketing/Communications Staff</p>	<p>Ministry Team (Staff & Lay)</p> <p>Marketing/Communications Lay Team</p> <p>Marketing/Communications Staff</p>	<p>Ministry Team (Staff & Lay)</p> <p>Marketing/Communications Lay Team</p> <p>Marketing/Communications Staff</p>	<p>Ministry Team (Staff & Lay)</p>

DEVELOPMENT:

Examples of Communications Pieces Developed by the Ministry Team or Ministry's Communication Ambassador:

- Ministry-specific social media
- Flyers
- Posters
- Postcards
- Ministry emails
- Invite
- Save the dates
- TV Display/Kiosk Information
- Etc.

Communications Alignment-Check Process



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graph TD; A[Communications Alignment-Check Process] --> B[1. Ministry's Communication Ambassador creates a communications piece.]; B --> C[2. Ministry's Communication Ambassador sends communications piece to communications@fumcwp.org for approval.]; C --> D[3. Marketing and Communications Ministry responds within 1 week with: <br/>•1) approved - no recommendations <br/>•2) approved with recommendations <br/>•3) required alignment changes];
```

1. Ministry's Communication Ambassador creates a communications piece.

2. Ministry's Communication Ambassador sends communications piece to communications@fumcwp.org for approval.

3. Marketing and Communications Ministry responds within **1 week** with:

- 1) approved - no recommendations
- 2) approved with recommendations
- 3) required alignment changes

DISTRIBUTION:

To have the Communication Pieces shared to the Church-wide Audience: Submit distribution with the WuFoo [form](#). Church-wide Communications Distributed by the Marketing/Communications Staff:

Website Banner

- To be submitted 1 week in advance of go-live request. (Ex: March 12th for go-live of March 19th)
- Dimensions: 2000 wide x600 tall pixels

Thursday at Three E-newsletter (Intended for ministry stories & updates)

- To be submitted the Monday prior to the Thursday e-newsletter. (Ex: March 15, 2021 for March 18nd e-newsletter).
- Word Count: 300-500 words

Blog Post

- To be submitted at any point.
- Word Count: 500-800 words

Monday Memo eNewsletter (Intended for Events)

- To be submitted the Monday prior to the Monday e-newsletter. (Ex: March 8, 2021 for March 15th e-newsletter).

Weekly FUMCWP Social Media

- To be submitted at any point.

Outside Banner

- To be submitted at any point.
- Sizing: 8ft wide by 4 ft tall

TV Display/Kiosk

- To be submitted 1 week in advance of go-live request. (Ex: March 12th for go-live of March 19th).
- Dimensions: 1440 wide x 1000 tall pixels

Website Updates

- To be submitted 1 week in advance of go-live request. (Ex: March 12th for go-live of March 19th).

Please keep in mind that a key responsibility of the Communications Ministry is to ensure that our ministries are communicating in a manner that supports the overall vision of the church.

For more information or questions, contact communications@fumcwp.org.