

COMMUNICATION GUIDELINES

Questions? Email communications@fumcwp.org to learn more!



PROMOTION

The Marketing & Communications Team is here to help promote your church-wide and ministry initiatives. No matter how big or small we want to share your activities on our various platforms including but not limited to social media, e-newsletters, digital signage, and the FUMCWP website. Our goal is to support the initiatives of our church that live into our mission to create disciples of all people.

RESPONSIBILITIES OF MINISTRY AND CHURCH-WIDE EVENTS:

For **Ministry Initiatives**, the ministry lay team is empowered to create promotional materials including graphics, postcards, banners, etc. to be submitted for approval before distribution. The Communications Team will review the materials to assure they align with our [brand guidelines](#).

For **Church-wide Initiatives**, the Marketing & Communications Team will create the promotional materials for distribution. Below are the qualifications for a church-wide initiative. Please note, lead time will vary depending on request.

WHAT QUALIFIES AS CHURCH-WIDE?

01

Scope: The event or initiative pertains to 80% or more of the congregation.

03

Target Audience: The event should target both members and non-members in our community.

02

Involvement: The event or initiative includes 2 or more ministries (ex. Advent includes Worship, Music, Family & Discipleship Ministries).

04

Approval: The event or initiative must be approved as "church-wide" by the Pillar(s) and the Marketing & Communications Lay Team.

CHURCH-WIDE COMMUNICATION PROCESS

1. Schedule planning meeting with Marketing & Communications Team.
2. Marketing & Communication Ministry creates promotional materials.
3. After receiving materials (step 2), the Ministry Team submits a Communications Request Form to be included in the rotation for distribution.

MINISTRY COMMUNICATION PROCESS

1. Schedule planning meeting with Marketing & Communications Team. (optional)
2. Email your ministry's graphics to communications@fumcwp.org for approval before using.
3. After receiving approval (step 2), the Ministry Team submits a Communications Request Form to be included in the rotation for distribution.