

Communications Policies and Guidelines

The Communications Team is charged with providing a process to take a large number of ministry events, needs, activities and opportunities and package them for presentation to the congregation and the community.

Below you will find the policies and guidelines currently in place at Harrison UMC which help the Communications Team to carry out their responsibilities.

Outside Advertising

- Marquee

You can request the Marquee for one week immediately prior to your event. Usage of the marquee is not guaranteed. If your request is approved, the marquee will be in lieu of a banner for that week. The text allows for 18 letters / spaces on each of the 4 lines. Please send your suggested text to Sherri Demeuse at sherri@harrisonchurch.org

- Banners

All banners should be 4' x 8' and double-sided with vent holes. Our current supplier is Union Printing – contact Jerome Benoit at unionprinting@carolina.rr.com / 704-315-7970. Unless other arrangements are made, the ministry requesting the banner is responsible for placing and removing the banner in the approved location. Locations available are:

1. Lancaster Highway, top or bottom
2. Corner location, top or bottom
3. Providence Road West, top or bottom

Paid Advertising

The Communications Committee has a limited paid advertising budget which is used primarily for church-wide events. If your ministry wishes to promote an event using paid advertising, it should be included in your annual budget.

- Free advertising (Press Releases)

There is a list of contacts available for free advertising which ministries can use to send out press releases about their upcoming events. [Click here](#) for the current list. If you have other contacts to add to this list, please contact [Anita King](#).

Inside Advertising

- Announcement Loop (Journey service only)

Announcement Loop slides are prepared weekly. The deadline for material for the slide is the Tuesday prior at 5:00 p.m. Once the event has been completed, the slide will automatically be deleted from the loop.

- Indoor signage (bathrooms, lobbies)

Bathroom and lobby signage is prepared monthly. The deadline for requests is the 15th of the month prior. Please submit text using the online event promotion request form. The signage will be in all the bathrooms and in an acrylic holder in the lobby of the Plummer building and the Narthex.

Communications will do their best to accommodate requests.

- Posters (designated spaces in the Plummer building, Narthex, Hammill Hall and 300 building)

Once your poster request is approved, the ministry is responsible for printing 12 posters of the approved size and design (design is to be submitted for approval by Communications team – the team meets the 2nd Tuesday of each month) and delivering them to Sherri Demeuse, the administrative assistant, who will have them placed in the approved locations, using the approved poster adhesive squares. The ministry is responsible for taking the posters down after the event has taken place.

- Brochure

If your ministry wants a brochure, it is your responsibility to produce the brochure, keep it updated and stocked at the different venues around the church. Design of the brochure should be submitted to the Communications team for approval at their monthly meeting (2nd Tuesday of each month) prior to production. All church ministry brochures should feature the Harrison UMC church logo.

Church-wide Advertising

- Newsletter (monthly)

We are moving to an editorial style newsletter with key links to other areas based on upcoming events / needs. Please submit your request by the 15th of the month prior to publication.

- Website

The website is an important tool for communicating both with existing members and newcomers. It is important that your ministry page is fresh and up to date. Please communicate with our Website Coordinators to make changes / updates, if you are not able to do so yourself. Our Website Coordinators is [Kathy Shoaf](#)

- MailChimp

This tool is used to send out mass e-mails. When requesting this method of promotion, please indicate which group you wish to reach and the date of the e-mail. Groups are:

- Church-wide
- Men
- Women
- Seniors
- Children
- Youth
- Prayer

- Social Media

We can post on Facebook, Twitter and Instagram.

Sunday Morning

Please select one of the following for any given Sunday:

- Bulletin announcements

Bulletin space is limited, but we will try to accommodate all requests. Requests must be made by Monday prior by 5 p.m.

- Bulletin inserts

Bulletin inserts are used where there is a registration or count needed (food / childcare need etc.) Limit of 2 inserts on any given Sunday. No inserts on major Sundays (Christmas, Easter etc.) Deadline – Monday prior by 5 p.m.

- Table outside Worship services.

Tables are limited to 2 on any given Sunday and a maximum of 3 consecutive weeks per ministry event. No tables on major Sundays. Tables should be located outside the worship center except in cases of inclement weather (rain / snow). The tables, signage etc. should not be stored in the worship center or chapel. Tables are allocated on a first-come, first-served basis, so paperwork should be submitted in a timely manner.

- Voice announcements

Voice announcements are very limited and are generally approved on Tuesdays. Maximum 3 voice announcements on any given Sunday. No voice announcements on major Sundays. Voice announcements are approved at the discretion of the pastors and staff.