

PROMOTIONAL GUIDELINES

Morning Star Church, revised 01.15.09

Note: Only approved events/activities/opportunities are eligible for promotion. Approval for events may be requested from the appropriate staff ministry leader (refer to Organizational Chart) or Council on Ministries.

Promotional Option	Description	Maximum Exposure	Deadline
PRINT MEDIA			
Bulletin “Blurb”	Submissions are not to exceed 75 words, including title material. When applicable, bulletin blurbs include a sign-up spot on the communication card and an announcement slide. In general, bulletin blurbs offer information about events/activities/opportunities occurring within four weeks. However, you can request a “save the date” blurb up to three months prior to your event/activity/opportunity. Such blurbs will run for a maximum of two weeks.	Two weeks When space is available, bulletin blurbs may run for three weeks. All-church events may be permitted additional exposure.	Monday, 12:00 pm First-come, first-served
Bulletin Insert	Submissions must be no larger than one side of a 5.5” x 8.5” piece of paper. All content must be provided by person/team requesting the insert.	One week	Monday, 12:00 pm First-come, first-served
Ministry-Specific Newsletter	Visually appealing, consistent, and regularly published newsletters can be a highly effective and strategic form of communication. Any newsletter made available to the community or to the general congregation (at the Connection Center, for example) must be submitted for review prior to distribution. “Internal” newsletters need not be submitted.	No maximum	Three weeks prior to distribution
Flyers and Brochures *limited availability	Any promotional flyers or pamphlets made available to the community or to the general congregation (at the Connection Center, for example) must be submitted for approval prior to distribution. The Communications Team is happy to help design such materials as time permits, especially if copy and images are provided. When appropriate, flyers may be included in our First-Time Guest Packets. <i>Flyers may only be distributed to people as they’re socializing in the lobby or as they leave the building. Please do not hand flyers to people as they enter the building or auditorium.</i>	No maximum, as long as materials are timely	Two weeks prior to distribution
VISUAL MEDIA			
Lobby Signage	Limited space is available in the lobby display booth (near the water fountains). In general, no other posters or banners are permitted in the worship center. Exceptions may be made for all-church events at the discretion of the Communications Team. <i>All lobby signage, including small signs at the Connection Center, must be submitted for approval.</i> Please contact the Director of Communications to discuss options.	Varies	Three weeks prior to display
Adult Restroom Signage	Nothing like a captive audience, right? Images must be high-resolution (see Style Guide). Restroom signage must be submitted for approval.	Three weeks	Two weeks prior to display
Announcement Slide on worship space screens/lobby monitors	Announcement slides are automatically generated from bulletin blurbs.	Varies	Monday, 12:00 pm
Buttons, Magnets, and So On	Outside vendors can often produce these types of marketing materials at a reasonable cost. (Ministry teams/groups are responsible for associated costs.) Design work that includes the MSC logo or name must be submitted for approval before going into production. For additional information, please see “Use of Logo.”	No maximum	Two weeks prior to production

ELECTRONIC MEDIA			
E-Newsletter	Distributed on Thursdays in email and web format. Submissions should not exceed 75 words. In general, E-News will include information about events/activities/opportunities occurring within two weeks of the current issue. However, you may request a "save the date" article no more than three months prior to your event/activity/opportunity.	Two weeks or more (determined by size event and length of promotion)	Monday, 12:00 pm
Email to Small Group Leaders	Information may be passed to small group leaders solely at the discretion of the Director of Small Groups, Linda Sullivan (linda.sullivan@mscwired.org).	Once	One week prior to distribution
Website	Ministry teams and groups have an opportunity to work with the Communications Department to have information included on the MSC website . This may include online registration and payment options. <i>Deadline varies depending on complexity of project.</i>	No maximum, as long as materials are timely	Four weeks prior to going live
Spotlight on Front Page of Website	Teams and groups may request a "spotlight" on the MSC homepage to draw attention to their ministry or event when appropriate.	No maximum, as long as materials are timely	Two weeks prior to going live
OTHER IDEAS			
Connection Center Slots and Lobby Tables	Permanent space has been reserved for Youth, Volunteering, Resources, Classes, and Small Groups. We offer an additional areas for special events (e.g., Golf Tournament, retreat sign-ups, and so on) near the Pepsi machine and across from the Welcome Center. Additional slots may be available under the canopy when the weather is cooperating. Slots must be reserved in advance and are available on a first-come, first-served basis. Ministry teams requesting a space are responsible for setting up and tearing down their own materials. Setup must be complete by 7:45 am. <i>All counters and tables must be staffed after each worship service.</i>	Varies	One week First-come, first-served If you will have printed material available at your booth, please be mindful of deadlines regarding brochures.
Pulpit Announcements, Skits, and Video Commercials	In general, these promotional options are available only for all-church events. The Communications Team encourages you to use all other available resources. For information regarding these promotional options, please contact the Director of Communications.	N/A	Six weeks prior to promo date
Phone Calls	Consider making targeted phone calls to those in our church family who may have an interest in your ministry or group.	None	N/A
Community Promotion	Several opportunities for external promotion are available (e.g., radio station event calendars, press releases, and so on). Contact the Director of Communications to discuss options.	Varies	Two weeks Prior to promo date
Personal Invitation	The most effective way to get people excited about your event is to personally invite them. Easy, huh?	N/A	N/A

SUBMITTING REQUESTS

Unless otherwise noted, please submit requests to Kelley Hartnett, Director of Communications, via phone (561-5680, ext. 117) or email (kelley.hartnett@mscwired.org). In your request, please provide the type of promotion sought (e.g., bulletin blurb, E-News), information about the event/activity/group (or, preferably, an already-written piece), and requested promotion dates.

The Communications Team is happy to work collaboratively in developing materials, but we get really happy about ready-to-print material (Microsoft and Adobe products). Please note that the Communications Team is responsible for maintaining a consistent "voice" throughout all MSC publications and may edit for style and content. Content may be condensed if space is limited. These guidelines ensure that all promotional materials bearing Morning Star's name are of a consistently excellent quality.