

# LOBBY COMMUNICATION GUIDELINES

## WELCOME CENTER

- *Connect people to people:* The Welcome Center is primarily a place for people to connect directly with a person. Guests and members will come to ask questions, get guidance on who to contact about certain things, directions, etc.
- *Cash/Check items:* Anything that requires the exchange of money or checks (for example, the sermon CDs, books for sale, ticket sales) are kept at the Welcome Center for security reasons. These items must be cleared through the worship associate or communications coordinator before being placed at the Welcome Center.
- *Information:* Information about events or ministries, sign up sheets, brochures, and other handouts need to be placed at the Info Center, **NOT** the Welcome Center.
- *Drop Off/Pick Up:* Occasionally, we will have people leave items for other people to pick up. The items must be marked with "TO: " & "FROM: " and approximate date of pickup. There is a basket that is clearly marked under the Welcome Center to place pick-up and drop-off items.
- Contact the worship associate before placing items at the Welcome Center.

## INFO CENTER

- *Connect people to information:* the information racks and sign up table is primarily a place to share information about Hempfield UMC ministries, events, place sign up/registrations, handouts, items to be picked up, etc. Events at other churches or in the community can be posted on our website ([hempfieldumc.com/localevents](http://hempfieldumc.com/localevents)) **but not in the lobby.**
- ALL sign ups and registrations should be placed here as a central location for the congregation.
- Contact the communications coordinator before placing items in the lobby information area.

## LOBBY TABLES

- *Connect people to people about specific ministries:* tables may be reserved for two weeks to feature specific ministries. They are most effective when they are "manned," creatively displayed and in conjunction with other announcements.
- Contact the communications coordinator to reserve tables. We limit the tables to **two** per week.

## VISITOR TABLES

- Visitor tables are near each of the main entrances in the lobby. These tables are for visitors and are a place for a Welcome brochure, connect card and information about Coffee with Pastors and upcoming sermon series. **No other information should be placed on the tables.**

## GIVING GARDEN

- The Giving Garden is the designated area in the lobby for all donations. Contact the outreach director to coordinate donations.

- Stories/testimonies
- Start-up ministries
- o Precedence will be given to those ministries that meet more than two listed above.
- o All presentation times/dates are subject to change due to worship time requirements, sacraments, and to the movement of the Holy Spirit
- o Please see the helpful guides in preparing for a Sunday morning presentation at the end of this document.

### **Production of video, worship slides or slide presentations:**

- o The worship planning team must approve the date for your presentation before you request videos, worship slides or slideshows.
- o All requests for video preparation, worship slides or slideshows must go through your staff contact first, the staff contact will notify Matt Ralph (worship slides, slideshows) and Greg Farmer (video). They will notify the staff contact if the project is approved and scheduled.
- o Please note that videos and slideshows are very labor intensive, and also dependent on availability of laity and staff. So, there are no guarantees for this type of support for every presentation.

### **Submitting video and slide shows:**

- o Deadline: All videos and slideshows must be submitted to Greg Farmer no later than the Wednesday before you are scheduled.
- o Video guidelines:
  - Preferred format is Quicktime, however, we can also accept DVD.
  - It is very important that videos are submitted by the Wednesday prior to the Sunday you are presenting to ensure that the video will play and is in a recognizable, usable format.
- o Slideshow guidelines:
  - Preferred format is Keynote 08
  - We can accept PowerPoint presentations, but we cannot guarantee that fonts, transitions, layout will remain intact upon transition to our system.
- o Helpful hints for all slideshows:
  - Keep the layout and colors simple. Always use text color that is bright on dark background, or dark on bright background. Avoid using red, orange text. It is very difficult to read.
  - Use fonts that are larger than 36 pt.
  - BOLD fonts are best.
  - Use fonts that are clean, simple, common and easily legible—like Arial, Helvetica, Tahoma, Verdana, Optima, etc. Fancier fonts are not legible and frequently do not remain intact through the transition.
  - Use manual (click) transitions.

### **Electronic Communications**

Please contact Matt Ralph. He would be happy to help you establish a communications plan using the following tools. In some cases, your staff contact will also have access to these tools as well.

www.hempfieldumc.com - website  
 blog.hempfieldumc.com –blog posts  
 E-Mail Blasts to the congregation  
 Posts on Facebook and Twitter  
 Photo Albums on PicasaWeb

### **Lobby Tables**

- o First come, first serve - must be scheduled at least one week in advance.
- o Maximum 3 tables on any given Sunday

### **Indoor signs**

(This includes pre-designed posters, flyers, internally created signs for use on bulletin boards and plastic wall frames, etc.)

- o Primary uses:
  - Church-wide initiatives: which could include special events, special worship services or times
  - Time sensitive or one-time serving projects or events
  - Start-up ministries
  - Other uses are at the discretion of the communications coordinator, availability and balancing church communication priorities.

### **Welcome Center or Brochure Racks**

Contact Julie Welles or Matt Ralph to place brochures, sign up sheets or any other communication material.

### **Helpful Guides for preparing a Sunday Morning presentation:**

- o Presenter Information:
  - Who are you?
  - How long have you been a congregation member?
  - How did you get involved with this ministry?
- o Ministry Information:
  - What is the ministry's vision?
  - Who does the ministry help?
  - How does the vision tie into our vision?
  - How are you funded?
- o Congregation's call to action:
  - What are the ministries needs?
  - How can someone get involved (What's their next step?)
  - Talk about time commitments if applicable.
  - If you are pointing them to the Welcome Center or lobby table, what will they find there?
- o What to do on the day of your presentation:
  - Arrival Time: Please make sure that you arrive at least 15 minutes prior to the service start time for instructions on when to come up on the platform, which microphone to use, who will introduce you, etc. This is very important.
  - Where to sit: Please sit near the front of the sanctuary for easy access to the platform when it is your time to present

