

WORSHIP COMMUNICATION GUIDELINES

For staff and ministry leaders

The worship and communications staff and laity are committed to helping staff and ministry leaders to effectively communicate the ministries of Hempfield United Methodist Church. It is our goal to communicate to the congregation in a cohesive and wholistic manner that best represents the mission and vision of the church. This document is a tool to help you understand the processes we have in place to streamline and focus church communications, using the resources we have available.

Matt Ralph, communications coordinator (also Group Life Director), is the primary contact for discussing and setting up communications strategies, plans and all of the following communications (except where noted). If at any time you need help or would like clarity on how to communicate your event or ministry, Matt is available to help. Contact him at mralph@hempfieldumc.com or 285-5156, ext. 293.

Bulletin Announcements

- o Deadline is Tuesday at NOON
- o Bulletin announcements are submitted via email to Matt Ralph or by filling out the event announcement form located in the "FORMS" section of the staff mailboxes.
- o All announcements are subject to space availability and balancing communication priorities

Sunday Worship Bulletin INSERTS

- o Inserts must be specifically related to the worship time. For example:
 - accompanying insert for a scheduled presentation
 - communications pieces related to the sermon or sermon series
 - communications related to a church-wide announcement (something that affects all members of the church)
- o Limited to ONE insert per week. (we try to adhere to this, as the more we put in the bulletin, the less it is read-and it gets very cumbersome for the congregation to deal with all the papers)

Pre-Service Slides

- o Primary Uses:
 - Church-wide initiatives: which would include special events, special worship services or times
 - Accompanying slide to a scheduled worship service presentation
 - Time-sensitive or one-time serving projects or events
 - Start-up ministries
- o Other uses are at the discretion of the communications coordinator and worship planning team, availability and balancing communication priorities.

Sunday Morning Presentations

- o Deadline - requests must be made no later than the Wednesday, two weeks prior to the date.
- o Who to contact - All requests from ministries should go through your staff contact first. The staff person will then contact or notify Julie Welles, worship associate. The worship planning team will discuss and notify the staff contact of the approval and scheduled date.
- o 4-5 Minutes Long - Presentations, whether it is a speaker, skit, video or combination, must be no more than 4-5 minutes long. Any announcements that need to run longer than 5 minutes must be pre-approved by the worship planning team. Please note: if you are providing video or a slideshow for your presentation- please see the guidelines about submitting video or slideshows below.
- o Limited to:
 - Church-wide initiatives: which would include special events, news from leadership, special worship services or times
 - Ministries that are an extension of offering ways to serve: offer time, talents and gifts.
 - Time-sensitive or one-time serving projects or events

- 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