

# All Saints Lutheran Church

Responsible Office: Director of Communications

Applies to: Staff, church members, and other individuals who wish to share information with All Saints Lutheran Church (ASLC) congregation through church communications.


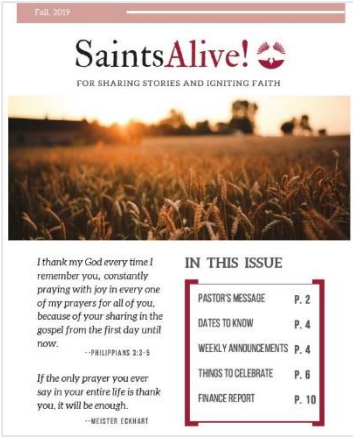
Purpose: To provide guidance when it comes to the dissemination of church news and announcements for marketing or communication purposes. When using the following communication tools to reach members of the congregation, individuals must understand the impact of each communication method and how it affects church branding, compliance, and reputation and abide by church policies.

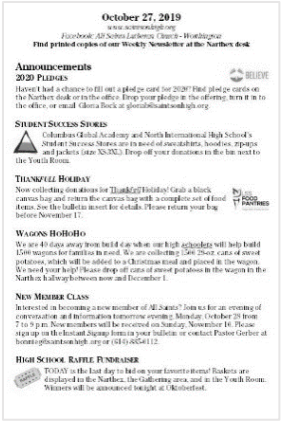

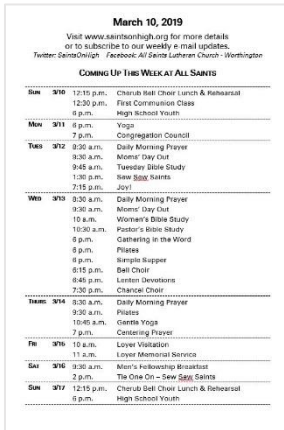
## General Guidelines:




1. Tuesday 9:00 a.m. deadline for the Weekly Email, Quarterly Newsletter, TV Monitor Announcements, Sunday Bulletin Inserts and Announcements, Special Emails, and the Weekly Calendar.
2. All requests should be submitted to the Communications Director by email, related materials preferably attached as a Word Document or JPEG file.
3. After submission to the Communications Director, program and administration staff will review announcements/events and related materials for approval on Tuesday mornings. Items are subject to revision.
4. Staff cannot approve items that violate IRS limitations for 501(c)(3) organizations.

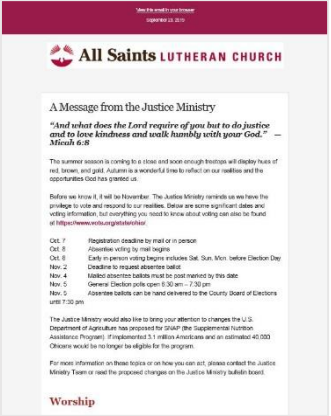

IRS Limitations: <https://www.irs.gov/charities-non-profits/churches-religious-organizations>

Term	Definition
Announcements	News statements related to new things occurring within or affecting the church body.
Active Ministries	Ministries preparing for activity, currently acting in the community, or gathering donations.
Church Body	Includes All Saints Lutheran Church, the Southern Ohio Synod, the Evangelical Lutheran Church in America, and the people connected to those organizations.
Imminent Events	Events occurring within a two week period after initial publication.
Premiering Ministries	Ministries that have never been active, or have not been active for several years, that are beginning in the church.
Private Events	Events using the facility that are not directly related to ASLC and are not inclusive of all members.
Program Staff	Exclusive to Lisa Brooks, Rachelle Kramer, Liz Keener, Lauren Grangaard, Ruth Ford, Pastor Bonnie, and the Associate Pastor.
Save the Dates	Announcements, which can be published for special events a month in advance.
Special Events	Events that occur monthly or less frequently than monthly. Special events include special ministry fellowship events and exclude ministry meetings.

Medium	Visual	Frequency	Where to Find It	Policy Details
<p><b>Weekly Email</b></p> <p><i>The Weekly Emailed Newsletter is a publication used to publicize announcements and imminent church and related community events through email. Emailing members of the congregation and members of the broader community gives All Saints the opportunity to reach people who are not able to attend Sunday worship services, where a majority of weekly announcements are conveyed.</i></p>		<p>Each Friday</p>	<p>In your Inbox or at <a href="http://www.saintsonhigh.com">www.saintsonhigh.com</a> under “News” and “Newsletter.”</p>	<ol style="list-style-type: none"> <li>1. The newsletter announces imminent events, but an exception is made for Save the Dates.</li> <li>2. Ministries with regular monthly or weekly meetings will not be included in the weekly newsletter unless they are hosting a special event or have an announcement concerning new programing.</li> <li>3. Ministries collecting donations can only be in the announcements for 3 consecutive weeks for a single announcement.</li> </ol>
<p><b>Quarterly Newsletter</b></p> <p><i>The Quarterly newsletter is a seasonal publication used to highlight upcoming special events and to share accomplishments from the past quarter. It also includes weekly announcements for that week. The newsletter is emailed in place of the weekly email to members of the congregation and is posted on the church website. It is also printed and made available at the following Sunday worship services. The quarterly newsletter allows All Saints to connect with members on a more personal level and includes images, statistics, and stories to highlight the community within the church.</i></p>		<p>August, November, Lent, May</p>	<p>In your Inbox or at <a href="http://www.saintsonhigh.com">www.saintsonhigh.com</a> under “News” and “Newsletter.”</p>	<ol style="list-style-type: none"> <li>1. Article topics and publication dates are decided by church staff in the months prior to publication.</li> <li>2. The publication date is made public to the congregation through the weekly newsletter and bulletin announcements.</li> <li>3. Potential article topics and related materials, which highlight special events in the church or share accomplishments from the past quarter, may be submitted to the Communications Director by church members to be approved and revised.</li> </ol>

<p><b>Sunday Bulletin Announcements</b></p> <p><i>Sunday Bulletin Announcements are printed on an insert and placed in the bulletin for Sunday morning worship services. They are used to publicize announcements and imminent events via printed content.</i></p>		<p>Each Sunday</p>	<p>In each bulletin at Sunday worship services.</p>	<ol style="list-style-type: none"> <li>1. The bulletin announces imminent events, but an exception is made for Save the Dates.</li> <li>2. Ministries with regular monthly or weekly meetings will not be included in the bulletin announcements unless they are hosting a special event or have an announcement concerning new programming.</li> <li>3. Ministries collecting donations can only be in the announcements for 3 consecutive weeks for a single announcement.</li> </ol>
<p><b>Bulletin Inserts</b></p> <p><i>Bulletin inserts are distributed with the bulletin at Sunday morning worship services. They are used to publicize special events, brand new/premiering ministries, and seasonal ministries related to the church body that will become active within a two week period after publication.</i></p>		<p>Each Sunday</p>	<p>In each bulletin at Sunday worship services.</p>	<ol style="list-style-type: none"> <li>1. Bulletin inserts publicize special events, premiering ministries, and seasonal ministries related to the church body.</li> </ol>
<p><b>Weekly Calendar</b></p> <p><i>The weekly calendar is distributed in the bulletin as a removable insert at Sunday morning worship services. It is used to promote regularly occurring church events and special events occurring in the upcoming week.</i></p>		<p>Each Sunday</p>	<p>In each bulletin at Sunday worship services.</p>	<ol style="list-style-type: none"> <li>1. Private events are not placed on the calendar unless permission is received from both church program and administrative staff and the host.</li> </ol>

<p><b>TV Monitor Announcements</b></p> <p><i>TV Monitor Announcements are presented on the TVs in the Narthex and in the Gathering Area. They are primarily used to publicize special events, brand new/premiering ministries, and seasonal ministries related to the church body that will become active within a two week period after being advertised. However, other church ministries may be highlighted.</i></p>		<p>Each Sunday</p>	<p>On the TVs in the Narthex and in the Gathering Area.</p>	<ol style="list-style-type: none"> <li>1. Special events and church news receive priority over weekly/regularly scheduled events or meetings.</li> <li>2. TV Monitor Announcements are capped at 6 per Sunday.</li> </ol>
<p><b>Bulletin Boards</b></p> <p><i>Bulletin Boards are used to publicize ministry information, events, and signup sheets.</i></p>		<p>As Needed</p>	<p>In most hallways.</p>	<ol style="list-style-type: none"> <li>1. Any item posted on an ASLC bulletin board must first go through the office to be reviewed and approved by program and administrative staff.</li> <li>2. Ministries that would like to use an ASLC bulletin board need to submit a request to the Communications Director. <ol style="list-style-type: none"> <li>a. If the ministry is designing the bulletin board, a design must also be submitted to the Communications Director.</li> </ol> </li> <li>3. Items posted on boards must be fire code compliant (please check with office staff).</li> </ol>
<p><b>Posters</b></p> <p><i>Posters may be displayed in ASLC to publicize community or church events.</i></p>		<p>As Needed</p>	<p>On bulletin boards or in the hallways.</p>	<ol style="list-style-type: none"> <li>1. Posters publicizing community events unrelated to the church or unsponsored by the church do not need to be sent to the Communications Director, but must be placed on the Community Bulletin Board across from the Youth Room. It may be removed if: <ol style="list-style-type: none"> <li>a. The poster is inappropriate, degrading, or discriminates against</li> </ol> </li> </ol>

				<p>members of the congregation.</p> <p>b. The date for the event has passed.</p> <p>2. Large poster boards may only be used if they publicize church sponsored events or ministries.</p>
<p><b>Special Emails</b></p> <p><i>Special emails are sent out to weekly newsletter subscribers to emphasize special events, send out special event signups/RSVPs, church office or ministry news statements, and to alert the congregation of a member's passing.</i></p>	 <p>The screenshot shows an email header for 'All Saints LUTHERAN CHURCH' dated October 22, 2017. The subject is 'A Message from the Justice Ministry'. The body text includes a quote from Micah 6:8: "And what does the Lord require of you but to do justice and to love kindness and seek humbly with your God." It then discusses the summer session, the Justice Ministry's role, and provides a list of dates for registration, voting, and absentee ballots. At the bottom, it says 'Worship'.</p>	<p>As Needed</p>	<p>In your inbox or attached to the printed Weekly Email on the Narthex desk.</p>	<p>1. Special emails are only used for events sponsored by All Saints Lutheran Church.</p>
<p><b>Small Group and Ministry Emails</b></p> <p><i>Small Group and Ministry Emails are used to send informational updates from a ministry leader to members of a specific ministry.</i></p>	 <p>The screenshot shows an email interface with a subject line 'The Justice Ministry Bulletin' and a body of text. The text includes a greeting, a message about the Justice Ministry's role, and a list of dates for registration, voting, and absentee ballots. At the bottom, it says 'Worship'.</p>	<p>As Needed</p>	<p>In your Inbox.</p>	<p>1. Ministry leaders may not send mass emails to a majority of All Saints members and of a specific demographic. This action is reserved for ASLC program and administrative staff.</p> <p>2. If ministry leaders are operating under program staff, they must copy or blind copy their respective director on their emails to ministry members. Example: Chair of Caring Community will Cc: Ruth Ford on emailed communications to committee members.</p>