

# TRINITY OF FAIRVIEW EVENT PROMOTION POLICIES AND PROCEDURES

## PROMOTE EVENT FORM

Want to promote a ministry event? The promote event form is the single most important and essential step in making sure your event is promoted with utmost efficiency.

Emails, phone calls, texts, word-of-mouth “messages”, and the like run the risk of being lost or forgotten; *or* they simply may not contain all of the information needed to promote an event. As such, we cannot guarantee your event will be promoted if you request event promotion using any method outside of the promote event form.

**To guarantee promotion of your event, complete the Promote Event Form located at the church website ([www.TrinityofFairview.com](http://www.TrinityofFairview.com)) beneath the ‘Contact Us’ heading on the dropdown menu. Alternatively, you may complete a hard copy of the Promote Event Form located on the door of office 204 or 200.**

**Turn in completed forms to the office of the executive assistant (204). You may also leave completed forms in the door pocket of 204 or with the office assistant in the front church office (200).**

**Please be advised that we only promote ministries of the church in the weekly newsletter, on the website, through TV announcements, via social media, and the like. In some instances, ministries or personal events outside of Trinity can be promoted through small groups. We greatly appreciate your understanding in this matter.**

**Time Frame:** Advance notice is crucial. Time (weeks, not days or hours) is needed in order to effectively communicate your event across the church body.

For any event being promoted through the church website and/or TV monitor announcements and/or requiring online registration, 6-8 weeks minimum is essential. Most events fall under this category. For smaller announcements or events 4 weeks minimum is acceptable.

Please understand, there are a great number of ministries that request event promotion regularly. It takes time to prepare this information for various promotional avenues, and sufficient lead-time is absolutely necessary in order to do so.

Therefore, we ask that you please respect the given time frames for advance notice (and thereby those creating and promoting your event) to the best of your ability. This guideline is beneficial not only for us but also for *you*, as you are allowing more time for people to see, plan, and prepare for your event.

***Any last-minute requests and/or event forms received outside of these suggested time frames cannot be guaranteed to run in whatever capacity requested.***

**Completing the Form:** Whatever information you provide is the information that will run. Therefore, it is vital that you complete the promote event form in its entirety.

Please make sure to provide all relevant data. Times, dates, costs, deadlines, perks provided (free t-shirt, CD, etc.) links to off-site registration forms or websites that are sponsoring your event (if needed), etc. We cannot be relied upon to research this information for you, and frankly, *you* know your event best. When you take the time to be thorough with the details, it benefits everyone – especially those you want to attract to your event.

**Length of Promotion:** Please be mindful that there are many ministries and many events happening throughout the church body. As such, we need to allow everyone time to have their event promoted.

Typically, an event or announcement will run from 4–6 weeks. This time span can be more or less depending on the volume of promote event requests received at any given time and/or the nature of the event/announcement taking place. Such decisions are at the sole discretion of the executive assistant.

**Online Registration:** At present, online registration is only available for large-scale events (trips, conferences, church-wide happenings, etc.) and/or when requested by a senior staff minister or director.

**IMPORTANT FOR SENIOR STAFF MINISTERS AND DIRECTORS:** If you require online registration, please check the box on the Promote Event Form and specify EVERY field you will need for registration (i.e. name, address, phone number, email, t-shirt size, special fields, etc.).

Due to surcharge fees, collection of money for an event is only conducted for large-scale events (as outlined previously) and at the discretion of the executive assistant or executive pastor. Please remember to include your request for online payment when you specify needed registration fields on the promote event form.

Any special requests (i.e. uploading a release form, etc.) will be attempted, however the fulfillment of each special request is dependent upon the options given via our current registration platform. You will be notified if we are unable to fulfill any special request.

**Promotional Avenues:** Three promotional avenues are available by which it is possible to promote an event. You may check one or all of them on the Promote Event Form, however each promotional avenue comes with its own set of policies and procedures. ***Please familiarize yourself with the policies for each of these under 'Promotional Avenues: Policies and Procedures'.***

## PROMOTIONAL AVENUES POLICIES & PROCEDURES

### TV ANNOUNCEMENTS

Television announcements run for the duration of church activities on Sundays and Wednesdays in the church lobby, the sanctuary, and in the children's wing.

When a Promote Event Form is received and a TV announcement is requested, a graphic for your event will then be created by the executive assistant, applied to the appropriate platform(s), and uploaded for use on TV monitors, sanctuary projectors, and social media (see below).

**Time Frame:** Advance notice is crucial. Because creating these graphics and getting them uploaded to the appropriate platforms takes a considerable amount of research, effort, and time, it is requested that you adhere strictly to the time frame for event submission as outlined under 'Promote Event Form Policies and Procedures: Time Frame' above.

***Any last-minute requests and/or event forms received outside of these suggested time frames cannot be guaranteed to run.***

**Length of Promotion:** See 'Promote Event Form Policies and Procedures: Length of Promotion' above.

### WEB

The church website is updated regularly by the executive assistant with upcoming events. When a Promote Event Form is received and web promotion is requested, the event will be added to the website under the 'Upcoming Events' section of our homepage when deemed timely by the executive assistant.

When needed, a link will be included under the event redirecting users to a webpage for further information and event registration. The need for such is at the discretion of the executive assistant.

**Time Frame:** Please use the time frame for event submission as outlined under 'Promote Event Form Policies and Procedures: Time Frame' above.

**Length of Promotion:** Typically, an event displayed on the church website will remain until the completion of the event.

If online registration is included with an event, and 1) space for the event becomes full or 2) the registration period concludes, the website will be edited to notify visitors of such.

## WEEKLY NEWSLETTER

The Sunday morning newsletter is printed every Wednesday prior to the Sunday of distribution.

Due to the high volume of requests received, we cannot promote birthdays, anniversaries, baby announcements, showers, weddings, ministries outside the church, and the like in the weekly newsletter. Thank you for your understanding in this matter.

**Time Frame:** Events that need to be promoted through the newsletter must be received via the online or physical Promote Event Form by noon on the Tuesday before the Sunday newsletter in which you would like your announcement to run. (i.e. For the newsletter on Sunday, July 30, promote event must be received by Tuesday, July 25 at 12:00 p.m.)

**Please be advised: The above Tuesday deadline is for events that require NEWSLETTER PROMOTION ONLY.** Any event that requires graphics, TV announcements, web promotion, online registration, etc. should follow the timeline established in 'Promote Event Form Policies and Procedures: Time Frame' outlined above.

**Any last-minute requests and/or event forms received outside of these suggested time frames cannot be guaranteed to run.**

**Length of Promotion:** See 'Promote Event Form Policies and Procedures: Length of Promotion' above.

## SOCIAL MEDIA

Where deemed appropriate, graphics are created by the executive assistant and uploaded to shared folders on Dropbox for use by the pastors and executive assistant on social media.

Promotion via social media is at the sole discretion of the pastors and/or executive assistant, and currently cannot be requested.

## PROMOTIONAL MATERIALS POLICIES AND PROCEDURES

### ONLINE PROMOTIONAL MATERIALS (GRAPHICS)

Please see 'Promotional Avenues Policies and Procedures' for time frames and guidelines regarding online promotional materials.

### “OFFLINE” PROMOTIONAL MATERIALS

Due to the high volume of events going on year-round at Trinity, creation and distribution of physical promotional materials for ministry specific events is the sole responsibility of the **key leader** and his or her **senior staff minister or director** over that ministry. These items include but are not limited to: flyers, brochures, sign-up sheets, forms, and the like.

Example: Anaise or Pastor Jesse submit a form for a Greeter Ministry event to be promoted in the newsletter, on the web, and on the TV announcements. The executive assistant creates TV/online/web promotional materials, updates on the web, etc. Anaise or Pastor Jesse are responsible for creating/printing/distributing sign-up sheets, flyers, etc. for the event.

If you would like your offline promotional materials edited or proofread, please bring them to the senior staff minister or director over your ministry.

**Final Note:** *We will try and accommodate promotional requests outside of these stipulations, but please understand that following these procedures is the only (and best) way to guarantee your event reaches the eyes and ears of those you want to hear about it. We want all events to be successful for His kingdom, and these guidelines are what will help us achieve just that.*

# TRINITY OF FAIRVIEW BRANDING PROMOTION POLICIES & PROCEDURES

## BRANDING & LOGOS

Creating branding and/or logos from scratch is a time-consuming and oftentimes, painstaking process requiring a tremendous amount of research, preparation, and attention.

Depending on the request, a logo can take anywhere from a week to months to complete. Therefore, any request for logos or special branding will be accepted from *senior staff members or directors only* on a case by case basis and absolutely **MUST** be given with a sufficient amount of lead time. No exceptions.

**Time frame for completion is at the sole discretion of the executive assistant. Requests received with less than 8 weeks' notice cannot be guaranteed to be completed by any requested deadline. Three months' notice is a good guideline to follow.** Further, completion depends on other tasks/requests received ahead of your own. A request received outside of the specified time frame puts everyone at a disadvantage. Time is of paramount importance when it comes to this type of request. Therefore, please understand that a request may not be completed immediately or accepted when these guidelines are not followed.

## PROFESSIONALLY PRINTED PROMOTIONAL ITEMS

### **PROFESSIONALLY PRINTED PROMOTIONAL ITEMS INCLUDE BUT ARE NOT LIMITED TO:**

- Drinkware (Mugs, Water bottles, Tumblers, etc.)
- Pens/Pencils/Etc.
- Stationery (Postcards, Envelopes, Professional Forms, etc.)
- Signs or Banners
- Ministry Tents
- Etc.

***If you need to order professionally printed promotional items for your ministry which include a design using a church, ministry, or event logo, please be sure to come prepared.***

***Before making a request for design to the executive assistant, you should have the following information ready:***

### **WHAT YOU WOULD LIKE TO ORDER.**

Know your needs! Whether it's a banner for your ministry or mugs to hand out as a gift at a church event, having a plan for exactly what you need and how many you will need goes without saying. This is the starting point for all of the rest.

Knowing quantities, dimensions needed for banners/postcards and the like, the size of the mug you would like to hand out, etc. will assist you in finding businesses that are cost-efficient, reliable, and offer the items which fit your needs.

### **WHERE YOU WOULD LIKE TO ORDER FROM AND HOW MUCH IT WILL COST.**

Please do your research in advance. Decide on the business or businesses (online or brick and mortar) that have the best deal on the items that you would like to purchase. If you need help choosing one, bring a list of 2-4 businesses to the senior staff member over your ministry or the executive assistant and they can help you find the most appropriate one.

### **APPROVAL FROM THE APPROPRIATE SENIOR STAFF MINISTER OR DIRECTOR (IF APPLICABLE).**

If you have any further questions about items you would like to order, are uncertain which budget line item the cost of your items should be deducted from, or if you believe your items should be taken from a budget line item other than your own: please consult the senior staff minister or director over your ministry for guidance before completing a purchase order form. *If you do not specify the budget line item you want to deduct the cost of your items from, they will be deducted from the most appropriate budget line item at the finance officer's discretion.*

### **A COMPLETE AND APPROVED PURCHASE ORDER FORM FROM THE FINANCE OFFICER TO PURCHASE YOUR ITEMS (ONLY FOR ORDERS \$100 and above).**

Purchase order forms let us know that you are planning to spend a part of your budget. If approval is given, that means that there is money available to spend on your items, and we can move forward with the design and order.

Purchase order forms can be found online under the 'Contact Us' heading or on the door of the finance officer's office (Room 205).

**Design Requests:** After completing the above tasks, a design request can be emailed to [ashleesluder@trinityoffairview.org](mailto:ashleesluder@trinityoffairview.org). **Please include the information required above in your request. Without it, we will be unable to design and order your items.**

Requests can also be submitted via the senior staff minister or director over your ministry in person or via email. An appointment to make a request in person by yourself can be set up via [ashleesluder@trinityoffairview.org](mailto:ashleesluder@trinityoffairview.org) as well.

# WEBSITE POLICIES AND PROCEDURES

Church web domains including TRINITYOFFAIRVIEW.COM and EMPOWERBIBLECONFERENCE.COM are edited and maintained by the executive assistant, except where a senior staff minister or director is responsible for updating information on his or her ministry page. These pages include:

- **Trinity Children (Michelle Kelly)**
- **Trinity Missions (Jesse Looney)**
- **Trinity Preschool: Weekday Kids & Summer GROW (Jennifer Hines)**
- **Trinity Students (TBD)**
- **Trinity Worship Arts Ministry (Matt Tommey)**

The executive assistant will review and edit these pages to be consistent in look and content with the rest of the website, however maintaining updated information and event dates on these pages is the sole responsibility of the corresponding senior staff minister or director. Access to these webpages is not to be given to any individual other than the executive assistant or the staff members outlined above.

## VIDEOS & WEB SERIES

Videos and web series for Trinity of Fairview social media or the web can only be requested of the executive assistant by senior staff members or directors at this time.

## GMAIL & GSUITE

If you are a staff member or ministry leader that requires a church based email address through Gmail, a request can be made via the senior staff minister or director over your ministry or directly to the executive assistant at [ashleesluder@trinityoffairview.org](mailto:ashleesluder@trinityoffairview.org).

Please include your name and the ministry/individual(s) for which you are requesting an email address. Final approval for the requested email address will be made by the executive assistant.

## ROAD SIGNAGE

Road sign promotion is currently reserved for church events and happenings that are pertinent to the community at large, and will be determined solely by the executive assistant or the executive pastor.

# TRINITY OF FAIRVIEW COMPUTERS/NETWORK/IT POLICIES & PROCEDURES

## COMPUTER PURCHASES

The purchase of new computers is at the sole discretion of the executive assistant. Monies for up to **three** new computers will be budgeted per calendar year. Computers will **NOT** be purchased just because money is budgeted. Any purchase of new computers will be considered using the guidelines below before a purchase is made.

Further, the type of operating system, its features, and the need for additional software or accessories will be at the sole discretion of the executive assistant.

The decision to purchase a new operating system will rely on a combination of the following factors:

### **1) NEED**

The purchase of a new system will be primarily need-based.

- Is the system operational? Semi-operational? Is there a cheaper alternative to buying an entirely new computer? (Cleaning up a hard drive, replacing a graphics card, purchasing new software, etc.)
- Does the system provide the power and resources needed for the individual(s) using it to effectively run their ministry? (See Item #2)

### **2) IMPORTANCE OF USE**

Simply put: how vital are the latest systems and technology to the staff member/ministry using the system? Someone who uses Microsoft Office Suite periodically for documents throughout the week is not in need of the most up-to-date technology in the same way an individual or ministry that relies on up-to-date systems and software in order to complete their work and/or conduct their ministry (ex. video and music streaming for students, graphic design, etc.).

### **3) SENIORITY/AGE OF THE SYSTEM**

After need and importance of use are addressed, the age of the current operating system will then be considered. A 2014 system may or may not take precedence over a 2012 system. Such considerations will be studied on a case by case basis using the previous two factors.

## **NETWORK/IT/COMPUTER ISSUES**

All network/IT issues will be handled via the executive assistant. The executive assistant should receive notification of Network, IT, and computer issues via a church staff member. If the issue cannot be corrected "in house," our IT consultant will be contacted.