

Accotink UU Church

Event/Activity Publicity Guide

February 2020



PURPOSE of this guide (and when to use it):

This document provides step-by-step instructions for announcing and publicizing an activity or event at Accotink UU Church. This includes happenings such as committee meetings, fundraisers, and other gatherings. As per our AUUC Publicity Policy, **in order to support the mission of our church and to be fair to all of our members, advertising in AUUC's communications platforms must be limited to activities, events, or other announcements in which the chartered committees and groups of the church have direct involvement.** See the full policy in the appendix to this guide.

Please follow this guide after your committee/group has decided to hold an event or activity, and has scheduled the date(s). The dates for activities must be scheduled according to AUUC's [event calendaring policy](#).

You must identify the activity's main CONTACT PERSON. This person (or delegate) is responsible for carrying out the steps listed in this guide.

STEP 1: Basic publicity - provide details

**Send all information to
communications@accotinkuu.org**

After you've received confirmation that your event date and location has been approved and calendared, please send details to communications@accotinkuu.org. The AUUC Communications Team will use the information you

provide to develop messages for the website, This Week at Accotink email, order of service announcements, and Facebook page. If you have any special concerns or instructions for any of these communication methods, please let us know.

Please be sure to provide the following information for your event or activity, as applicable:

- **Event name/title**
- **Date, start and end times, and location**
- **Contact name and information**
- **Description – explain purpose, and why people would want to participate**
- **Who is the intended audience?**
- **Is it for all-ages? Will there be childcare?**
- **Will there be food provided, or should participants bring their own?**
- **Links to any sign-up websites or registration forms**
- **Links to any additional information**
- **Logos, photos or other graphics that can be used in advertising**

AUUC Website

Our AUUC website is found at www.accotinkuu.org. The public site is where members, guests, and seekers can find information about our church.

The Communications Team will update the website with your event, likely on the Events page (for events of public interest). Note that “upcoming events” posted are up to three months in advance. For large events, a separate page may be developed.

The Website is intended to be our primary source of information. Complete details about an event (including registration forms and sign-ups) will be posted here. Other advertising methods can link to the appropriate website page.

“This Week at Accotink” Email

The *This Week at Accotink* email is a weekly message sent to subscribers with announcements and news related to Accotink UU Church. The message is distributed on Thursday evenings. **The deadline for getting an announcement into the week’s message is Wednesday at noon.**

Events related to the *upcoming week* will be prioritized. New announcements (e.g., save-the-dates) will also be featured. The text for an announcement here will be brief, and contain links to the website for additional information as needed.

Order of Service Weekly Announcements

AUUC church attendees receive a handout as they enter the sanctuary for service each week. The “Order of Service” is the document that outlines the weekly service. The “Weekly Announcements” insert to the Order of Service handout is an important mechanism for delivering announcements and news to weekly church attendees, including guests.

Messages in the OOS Weekly Announcements should be brief and timely; events occurring within the upcoming week and new announcements will be prioritized.

The deadline for getting a message into Sunday’s OOS is Wednesday at noon. Content should be kept to a few sentences (50 or 60 words).

Social Media

AUUC’s Facebook site is located at <https://www.facebook.com/accotink/>. AUUC’s Twitter page is located at <https://twitter.com/AccotinkUU>, and our Instagram page is located at <https://www.instagram.com/accotinkuu>. These are sites where members, guests, and seekers can find information about our church. As such, they are maintained with current content that is relevant to all of these groups. Events, announcements, and other UU-interest posts will be made regularly. Because

this is a representation of our church to the outside community, all posts will be consistent with AUUC's mission and values.

Generally, a public event will be posted in the Facebook "Events" as soon as possible. As the event date arrives, announcement posts will be made. Graphics are especially useful on Facebook.

AUUC tries to provide no more than one to two Facebook posts per day, so upcoming and general-interest events will be prioritized.

No private information will be posted on our public social media – if your point of contact does not use an @accotinkuu.org email address, any questions will be directed to info@accotinkuu.org and forwarded.

AUUC also has a private, informal Facebook group at <https://www.facebook.com/groups/auuccommunity/>. This private group allows for more informal and personal communication and encourages community discussion. Any member can post items of UU interest, including promotion of events or activities related to the mission of the church, subject to moderation at the group administrator's discretion (e.g., inappropriate or repetitive posts will be deleted).

Newsletter

The AUUC newsletter is published monthly, with a link emailed to congregants and posted on the website. To place an article or announcement in the newsletter, you may send your text and any graphics directly to newsletter@accotinkuu.org. **Submission deadline is the 20th of each month.**

STEP 2: Other methods – make requests

Particularly for large events, you may need to use some additional methods of advertising. For these methods, please make specific requests as described.

Order of Service Insert

Inserts (e.g., half-page flyers) can be an effective way to obtain the attention of church attendees. In order to keep inserts effective, they should be relatively rare. Therefore, they are reserved for information that is time-sensitive and intended for a wide audience. If you'd like to distribute an insert, please check with the Communications Team at communications@accotinkuu.org to arrange for the date of delivery. Please check first before designing your insert as we reserve the ability to limit the number of inserts provided on any given Sunday.

The content should be sent using the [Microsoft Word template provided here](#). Note that Adobe PDF, image, and other formats may not be usable.

Pulpit Announcement

A brief, personal address during the Announcements time in service can often go a long way in getting your message across. Announcements during Sunday service must be related to high-priority events and activities (e.g., events that affect a significant portion of the church). Announcements should take no more than one minute.

To request a pulpit announcement, send a two to three sentence announcement for consideration to the Worship Committee Chair (worship@accotinkuu.org) or to Rev. Pippin (revp@accotinkuu.org) by the Friday before worship. Please have alternate dates available, in case of other announcements already scheduled or any special circumstances during service.

Email Blast

AUUC can send an email message with a single topic or announcement to everyone on our distribution list. Because the effectiveness of these messages decreases with frequency of use, we try to keep email blasts to a minimum and should only be used for urgent, general-audience messages.

If you feel that your announcement needs an email blast, please send draft text to communications@accotinkuu.org.

Postcards

A paper postcard received through the mail can provide a personal-invitation feeling – and won't get lost in an email inbox. Given the time and cost involved in producing and mailing these, postcards should only be used for major events or activities. If you feel your event needs to be announced with a post card, please contact communications@accotinkuu.org. We will coordinate with the Administrator in designing the postcard and determining the appropriate audience for sending. Postage and supply costs should be covered by your committee's budget.

STEP 3: Follow-up!

Let the congregation know how your event or activity was! We love to hear success stories and appreciation for our volunteers. Send a summary, with photos, to communications@accotinkuu.org. We will post on the Website (likely Announcements page), Facebook, etc., as appropriate.

HINTS AND BEST PRACTICES:

for event planning

REGISTRATION & SIGN-UPS

- AUUC maintains a page on our website for members to easily find sign-ups and registration information (<https://accotinkuu.org/signup/>). We do not have an AUUC-wide Sign-up Genius account (www.signupgenius.com). For activities that require specific sign-ups (e.g., for food or supplies, volunteer time slots, etc.), your committee/group can create a designated Sign-up Genius account.

FOOD

- If you plan to have food at your event, you are responsible for obtaining/preparing/serving it and cleaning up afterward.

CHILDREN

- AUUC encourages all-ages (multi-generational) activities as much as possible, to foster a sense of community and belonging to all of our congregants, regardless of age. All major events and general-audience meetings must have childcare or a children's activity component.
- To schedule childcare, use the [Calendaring Reservation Form](#) or contact administrator@accotinkuu.org

IN-PERSON COMMUNICATION

- "Passive" methods of advertising do not necessarily reach everyone. The best way to solicit volunteers and participants for events is often to make a personal ask. Walk around during coffee hour with a clipboard and sign-up sheet and talk your event up.