

# Hope Lutheran Church Communication Policy

*Updated: May 21, 2025*

## General Guidelines

- We only advertise **Hope-sponsored events** or events that align with Hope's mission.
- Information is shared through multiple communication channels, including:
  - Weekly bulletin (*The Weekly Spirit*)
  - PowerPoint slides before worship services
  - Email blasts
  - Church website & social media

## Event Advertising Timeline

Event Category	Examples	Advertising Timeframe
<b>Recurring Weekly/Monthly Events</b>	Dinner Group, JOY, Youth Nights, Tuesday Breakfast, Pleasant Valley Shelter Dinner	1-3 weeks before the event
<b>Small Events (10 or fewer attendees)</b>	Small group Bible studies, book club	1-3 weeks before the event
<b>Small/Medium Events (Up to 25 attendees)</b>	Special Bible studies, retreats, service projects	2-4 weeks before the event
<b>Medium Events (Up to 50 attendees)</b>	Service projects, workshops, family events	1 month before the event
<b>Large Events (50-100+ attendees or off-site events requiring significant planning)</b>	VBS, Mission Trips, Purse Bingo, First Communion, Holiday Services	1-4 months before the event

**Please note:** While these timelines serve as general guidelines, final advertising schedules and content will be determined at the discretion of the **communication staff and/or pastors** and may vary based on the specific needs of each event.

# Communication Channels

## Email Blast (Every Thursday)

- Sent out weekly to the church email list.
- Includes upcoming events, important announcements, and reminders.

## Pastor Announcements (At each service)

- Pastors will only make announcements for select events, typically **one week before the event**.
- Exceptions include events that require early registration (e.g., Mission Trips).
- Because many events take place each month, we aim to keep verbal announcements brief, relying on other communication channels for details.

## Weekly Spirit (Bulletin – printed and online; available at each service)

- Contains upcoming events and church updates.

## PowerPoint Announcements (In-Church Slides)

- Displayed before worship services and on the church TV monitors throughout the week
- Typically include major upcoming events and reminders.
- Limited space means slides will rotate and not every event will be displayed indefinitely.

## Home Mailings (Mailings to each member household)

- Reserved for special critical announcements at the discretion of the pastor(s) and/or board.

## Electronic Sign (Electronic sign along Rowen road in front of the church)

- Reserved for special advertising events at the discretion of the pastor(s) and/or board.

# How to Submit an Event for Advertising

- All event details must be submitted via the Communication Form, available:
  - On the church website
  - In printed form at the church
- Submission Deadline:
  - Forms must be submitted **by Tuesday at 12:00 PM** to be included in that week's Weekly Spirit, PowerPoint slides, or email blast.
  - Late submissions will be pushed to the following week.

## **Process Overview**

1. Communication forms are submitted.
2. The Office & Communications Administrator receives the form.
3. The Office & Communications Administrator reviews the event and determine the best advertising schedule based on the guidelines above.
4. Events are added to communication channels at appropriate times.
5. To keep the church's messaging concise and engaging, we avoid advertising events for excessive periods.