Hope Lutheran Church Communication Policy

Updated: September 18, 2026

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 Spirit (brochure of announcements)
  - In house slides before worship
  - Email blasts

Event Advertising Timeline

Event Category	Examples	Advertising Timeframe
Recurring Weekly/Monthly Events	Dinner Group, JOY, Youth Nights, Tuesday Breakfast, Book Groups, God	1-2 weeks before the event
Small Events (10 or fewer attendees)	Small group Bible studies, book club	2-3 weeks before the event
Small/Medium Events (Up to 25 attendees)	Special Bible studies, retreats, service projects	2-4 weeks before the event
Medium Events (Up to 50 attendees)	Large service projects, workshops, family or intergenerational events	5-6 weeks before the event
Large Events (50-100+ attendees or off-site events requiring significant planning)	VBS, Mission Trips, Youth Fundraisers, First Communion, Holiday Services	1-4 months before the event *can designate more time for ministry events if needed

Please note: While these timelines serve as general guidelines, final advertising schedules 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.
- Events submitted via the **Communication Form** (found on the church website) by **Tuesday at 12:00 PM** will be included in that week's email.

Weekly Spirit (Tri-Fold brochure available at each service and online)

- Contains upcoming events, calendar updates, and volunteer schedules.
- Events must be submitted via the **Communication Form** by **Tuesday at 12:00 PM** for inclusion in the next edition.

In Church Slide Announcements

- 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.
- Information is limited to name and date of event
- Submissions must be received by **Tuesday at 12:00 PM** to be included in the upcoming weekend's slides.

How to Submit an Event for Advertising

- All event details must be submitted via the Communication Form which is available on the church website.
- Submission Deadline:
    - Forms must be submitted **by Tuesday at 12:00 PM** to be included in that week's selected advertising formats.
    - Late submissions will be pushed to the following week.

Process Overview

1. Communication forms are submitted.
2. The Communication and Office Administer receives the form, reviews the event and determine the best advertising schedule based on the guidelines above. They will coordinate with the rest of the staff as needed as well as confirming with pastors.
3. Events are added to communication channels at appropriate times.
4. To keep the church's messaging concise and engaging, we avoid advertising events for excessive periods.