

**Required*

PLANNING IS KEY

Think about the details of your project (includes events, programs, activities) before filling out the form. Has the project been approved by church or mission area staff? Is the time slot reserved on the church calendar? Is it in-person or virtual? What is the capacity? Is it free or ticketed?

PROOF, PROOF, PROOF

The Epworth communications staff will use this information to create a single consistent message to be used across all applicable platforms. Please make sure all required information is included, accurate and complete before you send it to us.

TIMELINE

Please submit this completed form and all supporting information to Bo Gordy-Stith (bgordy-stith@epworthfaith) two to four weeks in advance to allow for design, edits, proofing, and distribution.

PROJECT APPROVAL

Project Approved by _____ on _____ (date).*

Has project been scheduled on Church Calendar by Debbie Hunt? * _____
(contact Debbie Hunt at 302-227-7891 or dhunt@epworth.faith)

PROJECT CONTACT

Name of Contact * _____

Email Address * _____

Best Phone Number * _____

PROJECT INFORMATION

Project Name (official title) * _____

Project Description (tell us everything!) * _____

Project date(s) and Time(s) * _____

Project location * _____

Is it virtual? _____ If so, where? * _____

Anticipated Number of Participants * _____

TELLING OUR STORY

Finding ways of telling the story of God's work in the life of our church is key to Epworth's vision to Explore Faith and Embrace Community. Please share a brief statement about how this project inspires, witnesses, or encourages you in your faith journey.

ADDITIONAL PROJECT INFORMATION

Is this a ticketed event? _____ If yes, what is the cost? * _____

If this project is free, is registration required? _____ If so, how? _____

Is the church responsible for registration or is there another specific phone number or email? (please provide) * _____

Do you have additional information to share with us that might be helpful (online links, production schedules, program descriptions)? _____

Are you sending images and/or other support files/images/logos via email? _____

Please send images in largest available format.

Any additional comments? _____

COMMUNICATIONS POLICY

We yearn for better communications in a large church community in which the many events and ministry opportunities challenge both organizers and potential participants to keep up with the information. The diverse array of print and digital communications methods both helps and hinders our communications efforts, requiring an effective communications approach to learn and employ as many of these methods as possible.

OUR TASK

Share stories of God's movement among us and provide clear pathways for those who are inspired to explore ways to join in that movement or find more information. We will communicate using the following guidelines:

- **SHARE** transformational stories (verbally and visually) to inspire people to seek additional information (which we provide in easy-to-find, consistent communications pathways) – always making clear a consistent action step for anyone ready to respond/share their interest or response.
- **BALANCE** promotional (upcoming projects and events) and ministry (devotionals, testimonials, worship songs, and sermons) content.
- **ENSURE** all churchwide communications apply to at least half of our congregation – or else use direct communications methods for smaller, targeted groups.
- **ENCOURAGE** event planners and organizers to provide timely information (Who? What? When? Where? Why? and How? - both verbally and visually) that will enable our communications team to promote events and share (and receive) ministry content with the congregation. (See the attached form.)
- **PROVIDE** interactive communications channels (e.g., online forms and voicemail) to facilitate communication from the congregation to our staff and other event organizers.

OUR METHODS

Create and maintain a collection of print and digital channels to both inspire and inform members and friends of Epworth about **WORSHIP** (Connecting), **OUTREACH** (Inviting), **FELLOWSHIP** (Belonging), and **SERVICE** (Caring) opportunities as potential next steps for persons in their walk with God. Ensure that our primary communications channels are clear and consistent to help anyone inspired to use these channels to do so easily and effectively. These channels include:

- **WEBSITE**—Epworth.faith
- **FACEBOOK SITE**—facebook.com/epworthUMC
- **WEEKLY EMAIL**—using our Constant Contact vendor
- **OFFICE PHONE SYSTEM**
- **STAFF AND LEADERSHIP**—cell numbers, text availability, and email
- **WORSHIP/LIVESTREAM**—visual, verbal, and printed messages
- **QUARTERLY NEWSLETTER**—distributed digitally and by mail upon request
- **PERIODIC CHURCH MAILINGS**
- **LOCAL NEWS**—print, digital, and television news releases and advertising

OUR PRAYER

That we will faithfully and effectively use a diverse array of communications channels to shine the light of what God is doing among us both to share God's love and to invite others to join in sharing God's love.