

Event Promotions Process

How can I get my event or service opportunity noticed?
How are events prioritized through communication channels?

For successful event or opportunity promotion, please adhere to the following process:

- 1. If being held at the church, confirm space/room, date, and time that the event or opportunity will take place with the Connections & Next Steps Administrator, Melissa Truelove (melissat@mountauburn.church).**
 - a. This must be completed before filling out the "Request Event Communications" form.
- 2. If you are planning to charge a fee for your event, you must coordinate with the Operations Manager, Brenda Reynolds (brendar@mountauburn.church).**
 - a. This must be completed before filling out the "Request Event Communications" form.
- 3. Fill-out the "Request Event Communications" form.**
 - a. The "Request Event Communications" form can be found by clicking "Forms" located at the bottom menu of the website.
 - b. Brainstorm, plan, and finalize as much as possible with your teams.
 - c. The form must be submitted 6-8 weeks prior to the proposed event date or registration/payment deadline.
 - i. If you submit this form outside of this leeway window, you may not get all of the elements in your event's Promotion Tier (*See backside for more information*).

Common Questions and Concerns:

- ***"What if I put on a similar event before?", "I usually don't fill out the form or haven't filled it out before."***
 - *Not a problem! Fill out a new form located on the website so that the Director of Communications may best serve you.*
- ***"What if I provide the Communications Department with a document I put together?"***
 - *Please fill out an official form so that the Director of Communications may best serve you.*
- ***"I'd like you to make graphics for me. How can I share my ideas with you?"***
 - *Unless specified otherwise, the Director of Communications will produce imagery that she thinks will best match your event. If you have something specific in mind, great! I'm excited to bring your vision to life! In the "Request Event Communications" form, there's a "Notes" section. Put all of your ideas in here!*

Promotion Determination

The promotion process is comprised of three tiers: Maximum, Medial, and Minimum. Each tier has been created with the following variables in mind: Impact, urgency, and priority. Please note that this system is to be used as a set of guidelines to help direct communication decisions.

Maximum Tier

The Maximum Tier is for events that require the highest level of external (to the community) and internal (to the church) communication and marketing practices as well as require the most energy from the Communications Department. Examples include: Christmas, Easter, Lent, Missions Weekend, Touch-a-Truck, VBS, et al.

Medial Tier

The Medial Tier is for events that require some external (to the community) and internal (to the church) communication and marketing practices but not to the full extent of exhausting all channels. Examples include: Sweetheart Dance, Bible studies, new sermon series, Parents' Night Out, et al.

Minimum Tier

The Minimum Tier is for events that require primarily internal communication and marketing practices that realistically require to less than a third of the congregation's response. Examples include: 1-off events, Faith and Football, World Vision 6K for Water.

MAXIMUM	MEDIAL	MINIMUM
What is expected: <ul style="list-style-type: none">• Newsletter• Bulletin• Posters• Slides• Web content• Social post scheduling• Handouts/Flyers• Interior/Exterior Signage (where budget allows)• Stage announcement	What is expected: <ul style="list-style-type: none">• Newsletter• Slides• Web content• Possible bulletin• Possible posters• Possible social post scheduling• Possible handouts/flyers• Possible stage announcement	What is expected: <ul style="list-style-type: none">• Newsletter• Slides• Possible web content• Possible social post scheduling• Possible stage announcement
Promotion time before start date or deadline: 6-8 weeks	Promotion time before start date or deadline: 4-6 weeks	Promotion time before start date or deadline: 2-4 weeks