

Glen Mar

Publicity Guide Master Sheet

This is a master sheet to use to publicize your event or your event's needs (such as donation requests or volunteers). You do not have to take advantage of all the publicity opportunities on this sheet, but you are **strongly** encouraged to follow the time guidelines on the ones you use. This is so you can get maximum advantage from your publicity, and in some cases, you will not be able to publicize at all if you do not meet the deadlines. **The church recommends that you start the publicity tasks at least four months before your event.** If you cannot follow all the timelines, the church will still do its best to help your ministry.

The *document (see last column in this master sheet) to consult for specific information about each task is the Glen Mar Publicity Resource Guide. It can be found at <http://pdfs.glenmarumc.org/GMResourceGuide.pdf>. **Be sure you have the Glen Mar Publicity Guide that has the 8/2019 date on the last page of the guide under the heading "Changes to this Publicity Guide." If you have a version of the guide with a different date, the page numbers under the "Where to Find in Document" column in this Master Sheet will not be accurate.**

How to Use this Sheet:

- Read through this sheet to get an idea of the possible publicity opportunities. Cross out the opportunities that you *do not* want to pursue. When deciding where to publicize, consider factors such as whether you want to invite people outside of the church, if there is enough space and manpower to accommodate a large turnout, and whether the people receiving the information are the ones who would be interested in your activity.
- For each opportunity you *will* pursue, calculate the "Date to Finish Task," using your event date and the "Recommended Timeline." Insert that date in the "Date to Finish Task" column.
- It's a good idea to have one person in charge of publicity, and that person can dole out certain specific tasks if needed. Whatever method you use, assign each of the tasks that your ministry wants done to a team member. Put the names of those who will handle publicity tasks in the "Person Who Will Handle Task" column. Give those who will handle tasks the link for the Glen Mar Publicity Resource Guide document and the location of the information they need (found in "Where to Find in Document" column) so they can look up the relevant details.
- If you have questions, contact communications@glenmarumc.org.

Event Name _____

Date and Time of Your Event _____

Person Who Will Handle Task	Date to Finish Task	Recommended Timeline	Publicity Task	Where to Find in *Document
		At least 4 months before the event	Check church calendar to see if the date(s)/time(s) you want are available. Read "Information Before Finalizing Your Event Date and Time."	Page 2
		At least 4 months before the event	After completing the above publicity step, request a date and time on the Facilities Scheduling form . If you want to reserve time to display a temporary sign (banner) or notice on the electronic sign (you can do one or the other – not both), you can request on the Facilities Scheduling form now or later. Make a note to make this request if you choose later. The sooner you make your request, the more likely your request will be granted.	Page 3, First 2 sentences on page. For temporary sign, Page 8, Number 4 will provide important information. For the electronic sign, Page 8, Number 5 will provide important information.

The tasks below can be done after your Facilities Scheduling form has been approved.

Person Who Will Handle Task	Date to Finish Task	Recommended Timeline	Publicity Task	Where to Find in *Document
		Before referring folks to the Glen Mar	Read "Important: Getting Your Event on the Website is the First Step."	Page 2

		website in any publicity		
		At least 3 to 4 months before event	Ask for Spotlight Ministry or Gathering Place tables.	Page 6, Numbers 5 & 6
		After you receive confirmation for Spotlight or Gathering Place tables	After you receive confirmation of your Spotlight Ministry or Gathering Place tables, record those dates here _____ and in the Date to Finish Task column marked “Tables” highlighted in green below.	Page 6, Number 5 & 6
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		At least 2 months before event	If you would like child care , make the arrangements now so you can post information on your flyer and other publicity about child care.	Page 3
		At least 2 months before event	Read “ Thoughts on How to Write ‘Glen Mar Church.’ ” This will help you when preparing flyers, notices and other written publicity.	Page 3
		At least 2 months before event	Ask to have an event flyer made. Check “ Information about Inclement Weather Postponements ” because you may want to include inclement weather information on your flyer. Also, you may want to place the flyer on your website page.	For creating flyer information, see Page 3. For Inclement Weather Postponements , see Page 4.
		At least 2 months before event <u>or</u> at least 2 weeks before any publicity that refers to the website,	Ask to have your event page posted on the Glen Mar website .	Page 5, Number 1 <u>or</u> Page 7, Number 1

		whichever comes first		
		At least 2 months before event <u>or</u> at least 2 weeks before any publicity that refers to the website, whichever comes first	If you are planning to provide online registration for an event, contact communications@glenmarumc.org	Page 5, Number 1 <u>or</u> Page 7 Number 1
			Record date of next Messenger deadline in Date to Finish Task column below marked "Insert Messenger deadline."	Page 5, Number 4

The tasks below can be done after you have confirmation that your website page is ready.

Person Who Will Handle Task	Date to Finish Task	Recommended Timeline	Publicity Task	Where to Find in *Document
		As soon as a decision to postpone or cancel your event has been finalized, regardless of the reason	If your event is canceled or postponed, please notify the church and email webmaster@glenmarumc.org as soon as the decision to postpone or cancel has been made so the postponement or cancellation can be posted on Glen Mar's website (including Current Happenings) and Facebook page. Also, send postponement or cancellation information to announcements@glenmarumc.org for inclusion in the bulletin and on screens.	
		Insert Messenger deadline in the Date to Finish Task column on the left	Submit Messenger article on or before the deadline.	Page 5, Number 4

		Banner (insert a date at least 9 weeks before your banner will be displayed)	If you have approval to display your banner and need help with professional artwork , submit information you want on your banner. There may be a charge to your organization.	Page 8, Number 4 will give a link that provides important information
		At least 2 months before your event	For events geared toward the public, request a slider/rotator on the homepage of Glen Mar's website . Your request will be reviewed by the Communications Team (not all requests will be granted but you have a better chance if you make your request early).	Page 7, Number 1
		At least 2 months before your event	Contact the Baltimore-Washington Conference .	Pages 9-10 Number 13 a, b, and c
		At least 2 months before your event	Send retirement homes information about your event. Some may send buses.	Pages 12 & 13, Number 19
		Banner (insert a date at least 7 weeks before your banner will be displayed in the Date to Finish Task column on the left)	If you have approval to display your banner and you did not get your artwork prepared through Glen Mar, submit your finished artwork for review of content, final proofing and approval.	Page 8, Number 4 will give link that provides information on submission
		Banner (insert a date at least 6 weeks before your banner will be displayed in the Date to Finish Task column on the left)	If you have approval to display your banner and finished artwork approval, order the banner made. Be sure to consult the link on Page 8, Number 4 so that your banner or banners meet the guidelines. Ordering the banner may not be necessary if you already have a	Page 8, Number 4 will give link that provides necessary information such as size to order

			banner that can be altered to this year's event.	
		At least 6 weeks before your event	Paid advertising is available in almost all newspapers, magazines, TV and radio stations. Also, if you are interested in advertising a children's event, you can check with www.certifikid.com . Check for ways to promote your camp. For information about banner ads for local arts groups to promote upcoming arts events, visit https://www.hocoarts.org/promote-your-event/ .	Pages 14-15, Number 22 (media) & Page 14, Number 21 (web, twitter & Facebook) & Page 16, Number 25 (camps)
		At least 5 weeks before your event	Submit notices, flyers, and/or pictures to the online publications of local officials.	Page 12, Number 16
		At least 1 month before your event	Mail other local churches information and/or flyers about your event for publication in their bulletins or on their websites.	Page 12, Number 17
		At least 1 month before your event	Mail information about your event or event flyers to private schools.	Page 12, Number 18
		At least 1 month before your event	Submit information about your event and sometimes pictures to calendar listings.	Page 10 & 11, Number 15
		At least 1 month before your event	Email a brief notice to the Howard County Public School System for publication in News 4 Schools.	Page 10, Number 14a
		At least 1 month before your event	Request that you be able to distribute flyers to schools in the Howard County Public School System. It is essential to follow directions on Page 10, Number 14b before submitting your flyer. See next notice below about delivering flyers to schools.	Page 10, Number 14b
		At least 2 weeks before your event	Must have approval from Howard County Public School System. Prepare flyers and deliver approval sheet and flyers to schools in the Howard County Public School System. You do not have to deliver flyers to all	Page 10, Number 14b

			schools. It is essential to follow directions on Page 10, Number 14b before distributing flyers.	
		Banner (insert the date 2 working days before the first day your banner can be displayed in the Date to Finish Task column on the left)	Ask for banner to be displayed. This requires 2 working days' notice before your banner will be displayed.	Page 8, Number 4 will give link that provides information on who to contact about displaying your banner
		Option: Request additional banner time close to time reservation has already been granted for	Banner Option: If there is no other ministry asking for temporary sign reservations before or after your granted reservation period, a display of up to 28 days total (includes initial reservation period) will be considered.	Page 8, Number 4
		At least 1 month before event	Submit notice to Saturday/Sunday bulletins . Announcements sent to the bulletin will automatically be posted on the Current Happenings page under the Events tab: http://glenmarumc.org/gmcevents/current-happenings/ . Event notices will be posted on Current Happenings up to 6 weeks before the event. Notices for volunteers or donations will be posted on Current Happenings as needed.	Page 5, Number 2
		At least 1 month before event	Bulletin announcements automatically get on screen . If you do not want your announcement in the bulletin, but want it on the screen, check how to do that.	Page 5, Numbers 2 & 3
		At least 2 weeks before your event	If your event is appropriate for children, submit a notice to Glen Mar's Family Vine publications .	Page 7, Number 13

		At least 2 weeks before your event	If your event is appropriate for middle school youth, submit a notice to Glen Mar's Middle School News You Can Use .	Page 7, Number 14
		At least 2 weeks before your event	If your event is appropriate for high school youth, submit a notice to All Together Youth & Parent News	Page 7, Number 15
		Your video is due at noon the Wednesday before your Spotlight Ministry	If you plan to make a video for your Spotlight Ministry , be prepared to submit it by noon on the Wednesday before your Spotlight Ministry.	
		On the Wednesday before your Spotlight Ministry email a short write-up by 4:30 p.m. or submit a video by noon	Submit a short write-up for your Spotlight Ministry by 4:30 p.m. on the Wednesday before your Spotlight Ministry <u>or</u> submit a video by noon on Wednesday before your Spotlight Ministry.	Page 6, Number 5
		Tables (insert your confirmed dates in the Date to Finish Task column on the left)	Staff tables after services for your approved Spotlight Ministry and/or Gathering Place.	Page 6, Numbers 5 & 6
		Inquire about this at least 1 month before your event	For a fee, you can send a notice to a wide audience on Facebook .	Page 8, Number 6
		At least 1 month before event	If interested in recruiting volunteers from Glen Mar , put a notice in the bulletin. Volunteer announcements sent to the bulletin will automatically be posted on the Current Happenings website page.	Page 5, Number 2

		At least 1 month before event	If interested in recruiting volunteers from outside Glen Mar , visit the Volunteer Center Serving Howard County website page – among other restrictions the center will not recruit or refer volunteers to engage in an activity that involves religious proselytizing.	Page 16, Number 23.
		At least 1 month before event	Send press releases to local media (newspapers, radio and TV stations).	Pages 14 & 15, Number 22
		At least 1 month before your event	Send a notice for the church to put at the end of Pastor’s Ponderings	Page 6, Number 8
		At least 1 month before event	Make and distribute invitation cards to give to people.	Page 8, Number 9
		At least 1 month before your event	If your event is appropriate for small children or their parents, contact the Early Learning Center to ask if your notice or flyer can be included in an ELC publication or posted on the ELC bulletin board.	Page 7, Number 2
		At least 1 month before event	Send emails to staff members asking them to email their groups and/or send emails or evites to non-Glen Mar parishioners .	Page 6, Number 7 & Page 9, Number 11
		At least 1 month before event	Email event PDF flyers to every member of your committee/team and ask them to email the flyers to their family and friends .	Page 6, Number 9
		At least 1 month before event	Visit a small group meeting for a “meet & greet” or quick promo of your event and/or have a targeted meeting.	Page 6, Number 11 & 12
		At least 1 month before event	Place flyers in the display rack in the Gathering Place.	Page 6, Number 9
		About 1 month before event	Place some flyers on the Welcome Center desk.	Page 7, Number 16
		At least 2 weeks before your event	Provide information about your event (and logos and pictures if you like) and request a notice on	Page 8, Number 6

			the official Glen Mar Facebook page.	
		At least 2 weeks before your event	Have an event created on Glen Mar’s official Facebook page. You must have someone from your ministry act as host (administrator of the event on Facebook).	Page 8, Number 6
		At least 2 weeks before your event	Post flyers in public facilities.	Page 9, Number 12
		At least 2 weeks before event	Email JPG flyers, logos, photos and other graphic designs for posting on Glen Mar’s Instagram account.	Page 8, Number 7
		At least 2 weeks before your event	Distribute flyers to homes (you pick the area)	Page 14, Number 20
		At least 1 week before event	Read “Glen Mar’s Photo Policy” and “Additional Information about Photography” and line up photographers to take pictures at your event.	Page 4
		At least 1 week before event	Re-read “Information about Inclement Weather Postponements.” Check your flyer to see whether anything about inclement weather was included. Whether you have anything in your flyer or not, if your event has been postponed by the church or your ministry, email webmaster@glenmarumc.org as soon as the decision to postpone or cancel has been made so the postponement or cancellation can be posted on Glen Mar’s website (including Current Happenings) and Facebook page. Also, send postponement or cancellation information to announcements@glenmarumc.org for inclusion in the bulletin and on screens. Notify those you know who are planning to attend your event if you are able to do that.	Page 4

		At your event	Get a list of names and email addresses of those who attend your event.	Page 8, Number 3
		Shortly after your event	Send thank-you emails to people who attended your event and keep the information to email people about next year's event.	Page 8, Number 3
		Banner (insert the last day you have approval to display your banner in the Date to Finish Task column on the left)	Ask to have banner taken down. Banners not picked up within 10 days will be assumed to be trash and disposed of. You may want to keep your banner if it can be altered for a future event.	Page 8, Number 4 will give link that provides information
		Shortly after your event	Provide information/pictures to be posted on Glen Mar's website and Facebook page Email webmaster@glenmarumc.org	
		Shortly after event	Submit notice to bulletin about the success of your event. This will probably go on Current Happenings page too.	Page 5, Number 2
		Shortly after event	Email up to 25 photos for uploading to Glen Mar's flickr account.	Page 8, Number 10
		Before next Messenger deadline	Submit notice/story/pictures to the Messenger	Page 5, Number 4