

Getting the Word Out

Resources and Best Practices for Promoting your Ministry or Event

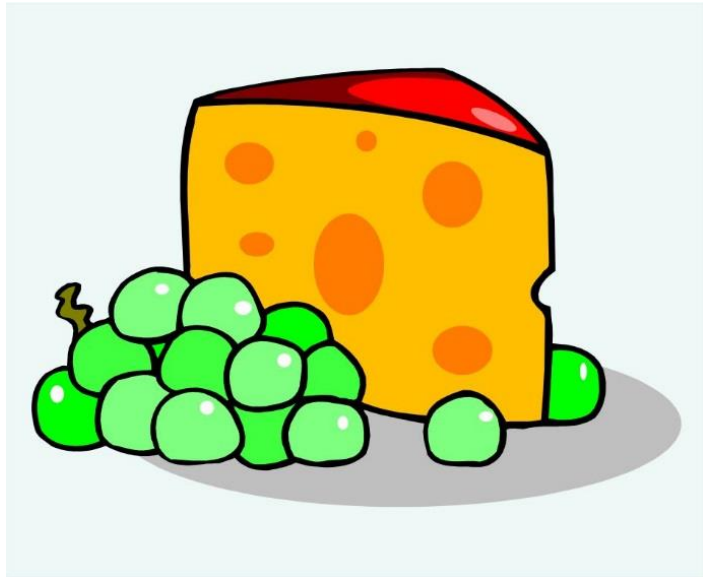
Marketing at Glen Mar

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text 'Marketing at Glen Mar' is positioned on the left side of the slide in a clean, sans-serif font.

Align Marketing to Mission

- ▶ Ministries fit overall mission, vision, and values
- ▶ Identify purpose rather than write another mission statement
- ▶ Use of Glen Mar Mission/Vision/Values reinforces

"Cut the cheese"





Perfect Note Piano Studio

Group Lesson



5th graders 3:00
6th graders 4:00
7th graders 5:00

IMPORTANT!!!

Preschool children will
come August 8.

Prizes



July 27
3:00



Games!!!



REFRESHMENTS

COME SHOW WHAT YOU KNOW!!

**BE SURE AND
BRING
YOUR MUSIC!!**



**PARENTS: PLEASE PICK
UP CHILDREN
PROMPTLY!!!**



LAWN MOWING SERVICES

A healthy lawn is the heart of a perfect garden.






Give your lawn the attention it needs to be green and healthy.

Basic Lawn Service
 Includes all the essential lawn care services you need to keep your lawn healthy and green.

Deluxe Service
 Includes all the essential lawn care services you need to keep your lawn healthy and green, plus aeration and topdressing.

Weed & Feed
 Control weeds and feed your lawn with one application. Perfect for busy homeowners who want a healthy lawn with minimal maintenance.

To get the most out of every service, you can sign up for our flexible payment option that gives you control over when you receive services. You can choose to receive services, you can sign up for flexible payment you can sign up for flexible payment option that gives you control over when you receive services.

GET THE LAWN YOU'VE ALWAYS WANTED

There's nothing more beautiful than a lush green lawn. It's the heart of your home, the place where you spend your time, and the pride of your life. At Lawn Mowing Services, we understand that your lawn is more than just grass. It's a reflection of your style and the love you put into your home. That's why we offer personalized lawn care solutions that are tailored to your needs and your budget. Our team of experts will assess your lawn and provide you with a custom plan that will help you achieve the lawn you've always wanted.

It's time to stop worrying about your lawn and start enjoying it. Let us take care of the hard work for you. We'll make sure your lawn is healthy, green, and beautiful. So you can spend more time with your family and less time worrying about your lawn.

WE MAKE IT POSSIBLE!

Investment lawn care services. At Lawn Mowing Services, we understand that your lawn is more than just grass. It's a reflection of your style and the love you put into your home. That's why we offer personalized lawn care solutions that are tailored to your needs and your budget. Our team of experts will assess your lawn and provide you with a custom plan that will help you achieve the lawn you've always wanted.

FREE ESTIMATE CALL TODAY 800-555-5555




What to expect from staff

- ▶ Coaching around guidelines & process
- ▶ Polite, helpful, & honest response
- ▶ Facility Support (minor & major)
- ▶ Answer questions or direct you to right person
- ▶ Spread news via group email when relevant

Best Practices

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Getting Ready for an Event

- ▶ Plan well ahead
- ▶ Check the Glen Mar calendar first
- ▶ Submit a Facilities Use Request, where applicable

Promotional Materials

- ▶ Use judgement in making your own fliers or printed material
 - ▶ Professionalism is important
 - ▶ Text should be short and succinct - address the 4 Ws
- ▶ Request a professional design from Pastor Jen
 - ▶ Repurpose for
 - ▶ Web
 - ▶ Facebook
 - ▶ Announcements

Promoting Internally-Focused Events

- ▶ Sunday bulletin
- ▶ The Messenger
- ▶ Spotlight Ministry
- ▶ Gathering Place table
- ▶ Request spot on website's Current Happenings page under the Events tab
- ▶ Pastor's Pondering request
- ▶ Leverage staff connections
- ▶ Word of Mouth - ask ministry members to invite/email fliers
- ▶ Spread the word among Small Group leaders
- ▶ For family/children related events, request mention in The Family Vine

Promoting Externally-Focused Events

- ▶ Request spot on website
- ▶ Take-home fliers for Early Learning Center students
- ▶ Spread the word at preceding Glen Mar events
- ▶ Produce and distribute a video
- ▶ Request that fliers, logos and other graphic designs be posted on Glen Mar's Instagram account
- ▶ Banner for 103/New Cut Intersection*
- ▶ Request a space on the marquee*
- ▶ Request a mention on Glen Mar Facebook page
- ▶ “Grassroots” advertising - invitation cards, signs, info sent to other churches, door hangers

**Church- and community-wide events only*

Promoting Externally-Focused Events

- ▶ Post fliers in public locations
 - ▶ Libraries
 - ▶ Senior centers
 - ▶ Restaurants and stores
- ▶ Howard County Schools
 - ▶ E-newsletter
 - ▶ Take-home fliers
- ▶ Online event and calendar listings
- ▶ Press release
- ▶ Paid advertising

Publicity Resource Guide

glen mar church
praising God | growing disciples | serving the world

Search

MY GLEN MAR EARLY LEARNING CENTER

ABOUT US WORSHIP CHURCH LIFE MISSION EVENTS NEWS EMPLOYMENT

My Glen Mar

Glen Mar Church → My Glen Mar

- Access ACS**
Create a login to manage your giving, access the church directory, and keep your profile up to date.
- Calendar**
Click here to view the monthly calendar. Click on each event for a more detailed description and location information.
- Upcoming Events**
Check out what's coming up at Glen Mar Church, as well as upcoming events sponsored by our partners in mission.
- Bulletin Announcements**
Did you miss worship? Recycle your bulletin by accident? View the weekly announcements page here.
- Safe Sanctuaries**
Check here for the latest schedule of Safe Sanctuary training opportunities, and download the forms needed for certification.
- Facilities Scheduling**
Schedule, edit or cancel your event using this online form.
- The Green Team**
Book the Green Team to do yard work and other odd jobs, or find out how you can participate and raise funds for mission trips.
- Extreme Fundraising**
Find out how you can raise money for mission ministries just by ordering gift cards, registering your grocery cards and more.
- Glen Mar Documents**
Looking for a form or document related to a Glen Mar ministry? View and download Glen Mar documents here.



glen mar church
praising God | growing disciples | serving the world

ABOUT US WORSHIP CHURCH LIFE MISSION EVENTS

Glen Mar Documents

Glen Mar Church → Glen Mar Documents

Resources for Ministries

- Glen Mar Publicity Resource Guide**

Glen Mar is a Busy Place

Planning Ahead

Vacation Bible School



Walk to Bethlehem

**Join us December
5th, 6th & 7th**

(Inclement Weather Date: December 8, 5-8 pm)



**WALK to
5-8 PM Bethlehem**

**A FREE indoor/outdoor theatrical Christmas
adventure for the whole family**

 **glenmar** church

4701 New Cut Road, Ellicott City
www.glenmarumc.org

Facilities Scheduling

What to do when you need a room for a group meeting



The screenshot shows the Glen Mar Church website. At the top left is the logo for "glen mar church" with the tagline "praising God | growing disciples | serving the world." To the right of the logo is a search bar and two buttons: "MY GLEN MAR" and "EARLY LEARNING CENTER". The "MY GLEN MAR" button is circled in red. Below the logo is a navigation menu with links for "ABOUT US", "WORSHIP", "CHURCH LIFE", "MISSION", "EVENTS", "NEWS", and "EMPLOYMENT". The main content area features a large banner with the text "PRAISING GOD. GROWING DISCIPLES. SERVING THE WORLD." and a graphic of a plant with roots. Below the banner are four smaller images with captions: "WELCOME New to Glen Mar?", "Worship Times", "Get Involved", and "This Week's Message". At the bottom of the page, there are four columns of text: "GLEN MAR CHURCH" with the address "4701 New Cut Road, Ellicott City, MD 21043"; "NEED PRAYER?" with a link to submit a prayer request; "JOIN OUR EMAIL LIST" with a link to sign up for e-newsletters; and "GIVE TO GLEN MAR" with a link to support ministries and mission.

glen mar church
praising God | growing disciples | serving the world.

Search

MY GLEN MAR

EARLY LEARNING CENTER

ABOUT US | WORSHIP | CHURCH LIFE | MISSION | EVENTS | NEWS | EMPLOYMENT

PRAISING GOD.
GROWING DISCIPLES.
SERVING THE WORLD.

WELCOME
New to Glen Mar?

Worship Times

Get Involved

This Week's Message

GLEN MAR CHURCH
Address: 4701 New Cut Road
Ellicott City, MD 21043

NEED PRAYER?
Submit a prayer request to our pastors
and our prayer chain.

JOIN OUR EMAIL LIST
Sign up for Glen Mar's e-newsletters to
receive up-to-date information about our

GIVE TO GLEN MAR
Support Glen Mar's ministries and
mission. Learn how you can give now or

Reservation Form

The screenshot shows the Glen Mar Church website with a navigation menu and a grid of service links. The 'Facilities Scheduling' link is highlighted with a red circle. The website header includes the church logo, a search bar, and buttons for 'MY GLEN MAR' and 'EARLY LEARNING CENTER'. The navigation menu contains links for 'ABOUT US', 'WORSHIP', 'CHURCH LIFE', 'MISSION', 'EVENTS', 'NEWS', and 'EMPLOYMENT'. The main content area is titled 'My Glen Mar' and features a breadcrumb trail 'Glen Mar Church → My Glen Mar'. The grid of links includes:

- Access ACS**: Create a login to manage your giving, access the church directory, and keep your profile up to date.
- Calendar**: Click here to view the monthly calendar. Click on each event for a more detailed description and location information.
- Upcoming Events**: Check out what's coming up at Glen Mar Church, as well as upcoming events sponsored by our partners in mission.
- Bulletin Announcements**: Did you miss worship? Recycle your bulletin by accident? View the weekly announcements page here.
- Safe Sanctuaries**: Check here for the latest schedule of Safe Sanctuary training opportunities, and download the forms needed for certification.
- Facilities Scheduling**: Schedule, edit or cancel your event using this online form.
- The Green Team**: Book the Green Team to do yard work and other odd jobs, or find out how you can participate and raise funds for mission trips.
- Extreme Fundraising**: Find out how you can raise money for mission ministries just by ordering gift cards, registering your grocery cards and more.
- Glen Mar Documents**: Looking for a form or document related to a Glen Mar ministry? View and download Glen Mar documents here.

Facilities Scheduling Form

Glen Mar Church → My Glen Mar → Facilities Scheduling

Thank you for using this form to schedule your event at Glen Mar. Please note that the church is closed on the following dates:

2015: January 1 • January 19 • February 16 • April 6 • May 25 • July 3 • September 7 • November 26 • November 27 • December 25

* indicates a required field.

*Your name:

*Your email:

*Your phone number (numbers only):

*Today's date:

*Event date(s):

*Event begins:

*Set-up begins:

*Event ends:

*Clean-up ends:

*Estimated attendance:

Location requested (based on availability):

*Name of event:

*Type of request:

New Event Change Cancellation

*Person in charge of event:

*Is this a fundraiser/collection?

Yes No

If yes, please complete the information at the bottom of this request.

*Kitchen needed: Yes No

*Childcare needed: Yes No

Number of children:

*Media/Tech equipment needed: Yes No

If yes, please explain:

Note: Glen Mar is a PC-friendly facility. Mac users should bring any needed adapters.

Special Areas - Childcare

- ▶ Children must be supervised at all times and cannot be left unattended for safety and Safe Sanctuary requirements
- ▶ Childcare is provided for most worship services
- ▶ Childcare must be requested in advance of advertising its availability, so allow a minimum of two weeks advance notice
- ▶ Other than regular worship, childcare is dependent on provider availability to meet Safe Sanctuary minimum of two people. The fee is \$5 per child.
- ▶ Activities requesting childcare require multiple levels of scheduling AND the event will not show up on the calendar until all approvals are obtained
- ▶ Our Childcare Coordinator is Jessi Kinsey. Her email address is jessi.kinsey@glenmarumc.org

Commercial Kitchen Use

- ▶ Use of the kitchen may require a certified food manager to be onsite for the event
- ▶ A brochure, “Frequently Asked Questions,” about events with food at Glen Mar is available in the display rack in the Gathering Place or from the Minister for Operations

Media/Tech Equipment

- ▶ Spirit Center sound and visuals each require a trained technical servant AND events will not show on the calendar until availability is assured
- ▶ Use of church resources in a busy facility must be reserved in advance on the facility scheduling form, ex. TV, DVD, laptop for internet video, easels
- ▶ Glen Mar is PC friendly, and MAC users should bring necessary adapters

Fundraising

- ▶ Collection of funds introduces fiduciary responsibilities for the church in managing gifts of others' monies
- ▶ Cash- and check-handling policy and procedures are available from the Financial Secretary and/or Minister for Operations
- ▶ Purpose of the collection and the name of the program supported are essential details for proper accounting
- ▶ Gathering Place and spotlight administration of ministry fundraising is separate from the facility scheduling form

In advance of your meeting...

- ▶ Our facilities services staff makes every effort to provide the needed resources in a timely way, as indicated on the scheduling form
- ▶ In the event something is overlooked, please see the custodian on duty
- ▶ If further assistance is necessary, please contact Larry Albrecht, Facilities Services Supervisor, (c) 410-207-9808
- ▶ At the end of your use, please return rooms to the way they were found

Gratitude for God's Work Here

- ▶ Glen Mar is a busy facility every day of the week and it takes all of us cooperating together to meet the demand
- ▶ For space-only events, please allow two working days for confirmation, and add up to two weeks more if special services are required—childcare, kitchen manager, and tech/a-v
- ▶ If your event's date or time changes, please resubmit a facilities scheduling form with all of the information and specify what the proposed change is in the comments section
- ▶ If your event is cancelled, please advise via the facilities scheduling form as soon as possible so the space may be released for use by another group.
- ▶ Thank you

What does Glen Mar have to offer?

Media

- ▶ Glen Mar logo
 - ▶ Available upon request for any ministry of Glen Mar Church
 - ▶ Contact the staff person who oversees your ministry area
 - ▶ Maintain the logo's aspect ratio (okay to resize - just keep the proportions the same!)
- ▶ Glen Mar colors & fonts
 - ▶ “Official” Pantone Colors: 5405 blue, 5767 green
 - ▶ CMYK: 86/57/41/20 blue, 46/23/98/3 green
 - ▶ RGB: 45/90/111 blue, 150/163/61 green
 - ▶ “Official” fonts: Frutiger (sans serif) & Caxton (serif)



▶ Glen Mar letterhead

- ▶ Can be used for printing letters of invitation to other churches or community organizations
- ▶ Must be a Glen Mar event and support Glen Mar's vision and mission
- ▶ Letters are subject to an editing process like all materials that come out of the church office
- ▶ To request, contact the staff person who oversees your ministry area

Design Services

- ▶ Glen Mar has a monthly retainer for design services
 - ▶ Includes: graphics for the website and worship, brochures, flyers, logos and other print or digital media
 - ▶ First priority: Church-wide events and ministries whose audience extends beyond our congregation into the community
- ▶ How to make a request:
 - ▶ Email Pastor Jen - jen.eschliman@glenmarumc.org
 - ▶ Ask early. We budget our retainer hours at the beginning of each month.
 - ▶ Allow 1-week turnaround, including proofs and revisions
 - ▶ Content for flyers and brochures should be in final form (fully edited) prior to submitting it to the designer. Send content in a Word document.

Gathering Place Tables

- ▶ Available on a first-come, first-served basis
- ▶ Email requests to Barb Julian - barb.julian@glenmarumc.org
- ▶ Tables must be staffed after each worship service on Saturday and Sunday
- ▶ Space is limited during the ministry year. Request early!
- ▶ Reservation of a Gathering Place table does not include a Spotlight Ministry announcement. Those must be requested in addition to the Gathering Place table.

Spotlight Ministry Announcement

- ▶ Available on a first-come, first-served basis. Two announcement spots are available each weekend.
- ▶ Email requests to Barb Julian - barb.julian@glenmarumc.org
- ▶ A Spotlight Ministry announcement includes a Gathering Place table.
- ▶ Space is limited during the ministry year. It is recommended that you make your request about 3 months in advance.
- ▶ Email a 3-5 sentence announcement to jen.eschliman@glenmarumc.org.
Deadline: Noon on Thursday before your ministry spotlight
- ▶ Video announcements must be under 2 minutes, with no additional announcement. Deadline: Noon on Wednesday

Bulletin Announcements

Less is more

“I try to leave out the parts that readers tend to skip.” --Elmore Leonard

The most valuable of all talents is that of never using two words when one will do.”

--Thomas Jefferson

- ▶ People skim the bulletin. Goal is to catch their attention with immediate and important information so that they can take the next step
 - ▶ Event Name
 - ▶ Date and time
 - ▶ Brief Description, 1 - 3 sentences. Use active voice.
 - ▶ If there is room, will include more.
 - ▶ Deadline is Monday by close of business - 4:30 p.m.

Samples

- ▶ **The 4th Annual Glen Mar Golf Classic, May 4** There are still a few spaces open for the Glen Mar Golf Classic to support Grassroots Crisis Intervention Center. Register today or become a sponsor! Check out www.glenmargolfclassic.com.
- ▶ **Coffee House, Saturday May 23, 7 - 9 p.m.** Live acoustic music, entertainment, coffee, food, friends. To participate as an entertainer or supporter, email carriekoenig07@gmail.com. Admission is free.

Rolling Announcements

Even Less is More

- ▶ Edited down to event name, date, time and contact information.
- ▶ Only have two lines. More fragments.
- ▶ Rolling announcements are automatically generated from bulletin announcements by Laura

Messenger Articles

Forward-looking and induce readers to take the next step

- ▶ More narrative, but keep to 500 words or less. People still don't read in-depth from publications like this - you want to hold their attention!
- ▶ Good place for more descriptive announcements, or save-the-date notices to begin building momentum for a future event. Walk to Bethlehem (year-round publicity).
- ▶ Or for a story or witness about recent experiences. This can also motivate people to take the next step.
- ▶ We love photos!
- ▶ Deadlines for each edition are listed on the back page.

Pastor's Pondering

Announcements pertaining to the life of Glen Mar

- ▶ Limit of two to three each week
- ▶ Things that are happening here to be promoted church-wide
- ▶ Is it publicized elsewhere? How widely? Sometimes a judgment made by Pastor Rod.

Glen Mar Website

- ▶ Primary audience of the Glen Mar homepage = visitors
- ▶ All Glen Mar events are posted on the Current Happenings page under the Events tab
 - ▶ Upcoming Events, Announcements & “Help Wanted”
 - ▶ These announcements can link to an additional page, depending on the amount and type of content provided
 - ▶ Submit content to webmaster@glenmarumc.org
 - ▶ Allow up to one week for content to be posted
- ▶ Rotators are provided for church-wide events or events that are open to the community
 - ▶ Additional rotators *may* be created upon request, depending upon availability of retainer hours and number of other rotators on display
 - ▶ Submit request to Pastor Jen - jen.eschliman@glenmarumc.org



SERVE THY NEIGHBOR:
VOLUNTEER ON ONE OF OUR
MISSION TRIPS



New to Glen Mar?



Worship Times



Get Involved



This Week's Message

Glen Mar Website (cont.)

- ▶ Online registration available upon request
 - ▶ Make requests to Larry Albrecht - larry.albrecht@glenmarumc.org
 - ▶ Make requests at least 2 weeks in advance
 - ▶ Include a description, date, time and cost (if applicable)
 - ▶ If charging for the event, build in the credit card transaction fee to the overall cost
 - ▶ Communicate regularly with the staff person who oversees your ministry area. They can check the status of registrations.
 - ▶ When the online registration is set up, send a request to webmaster@glenmarumc.org that includes 1) the registration link and 2) the event details for posting on the website

Facebook

- ▶ Email announcements, photos, web links and/or YouTube links to facebook@glenmarumc.org
- ▶ Allow up to 48 hours for an announcement to be posted
- ▶ Indicate whether you would like the announcement to go out on a specific day. Otherwise, it will be posted as soon as possible.
- ▶ For creating a Facebook Event, provide all relevant details. Allow up to a week for an event to be created.
- ▶ “Like,” share or comment on your post to increase views and potential audience

Resources

