Getting the Word Out

Resources and Best Practices for Promoting your Ministry or Event
Marketing at Glen Mar
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”
Group Lesson

Important:
Pre-school children will come August 3rd.

Prizes

July 27
3:00

Games!!!

Refreshments

Come show what you know!!

Be sure and bring your music!!

Parents: Please pick up children promptly!!
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
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 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 Bethlehem

5-8 PM

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

4701 New Cut Road, Ellicott City
www.glenmarumc.org
Facilities Scheduling
What to do when you need a room for a group meeting
Reservation 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:

*Today’s date:

*Event begins:
0:00 am/pm

*Event ends:
0:00 am/pm

*Estimated attendance:

*Name of event:

*Person in charge of event:

*Kitchen needed: □ Yes □ No
*Childcare needed: □ Yes □ No
*Media/Tech equipment needed: □ Yes □ No
(if yes, please explain):

*Your phone number (numbers only):

*Event date(s):

*Set-up begins:
0:00 am/pm

*Clean-up ends:
0:00 am/pm

Location requested (based on availability):

*Type of request:
□ New Event □ Change □ Cancellation

*Is this a fundraiser/collection?
□ Yes □ No
If yes, please complete the information at the bottom of this request.

Number of children:

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
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.
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
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