

Glen Mar

Publicity Guide Timetable

This is a timetable 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 timetable) to consult for specific information about each task is the Glen Mar Publicity Resource Guide. It can be found at <https://pdfs.glenmarumc.org/GMCPublicityResGuide.pdf>. Be sure you have the Glen Mar Publicity Guide that has the 10/2021 date on the last page of the guide under the heading "Changes to this Publicity Resource 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 timetable 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.
- Tasks that pertain to Glen Mar start with an underlined subheading in the Publicity Task column. The other tasks pertain to publicity outside of Glen Mar.
- If you have questions, email pubguide@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	<u>Prepare to Schedule Event</u> Check church calendar to see if the date(s)/time(s) you want are available. Read "Information Before Finalizing Your Event Date and Time." If your event is held at a location other than Glen Mar, secure the date and time before proceeding with publicity.	Page 2
		At least 4 months before the event	<u>Schedule Event and Signage</u> After completing the above publicity step, request a date and time on the Facilities Scheduling form if you are holding your event at Glen Mar. Visit https://glenmarumc.org/facilities-scheduling to do that. 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.	For temporary sign, Page 7, Number 4 will provide important information. For the electronic sign, Page 8, Number 5 will provide important information.
-----	-----	-----	<u>Record Banner Dates</u> After you have confirmation of your temporary signage (banner) beginning and ending dates, record those dates here <div style="background-color: yellow; height: 1.2em; width: 100%;"></div> and insert the appropriate dates in the Recommended Timeline columns marked " Banner " below. They are highlighted in yellow.	

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 website in any publicity	<u>Submit Form for a Blog</u> Read "Important: Getting Your Event on the Website is the First Step."	Page 2
		3 to 4 months before event	<u>Ask for Spotlight Ministries</u> Ask for a Spotlight Ministry or Ministries . Include a two-sentence write-up about your event or activities.	Pages 5-6, Number 4
		After you receive confirmation for Spotlight Ministry/ Ministries	<u>Record Spotlight Ministry Dates</u> After you receive confirmation of your Spotlight Ministry/Ministries , record that/those date(s) here _____ and in the date(s) to Finish Task column marked "Tables" highlighted in green below.	Pages 5-6, Number 4
		At least 2 months before event	<u>Need Childcare?</u> If you would like childcare , 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	<u>Write Glen Mar Church</u> 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	<u>Create Flyers</u> 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 event's blog page.	For creating flyer information, see Pages 3 and 4. For Inclement Weather Postponements, see Pages 4-5.

		At least 2 months before event <u>or</u> at least 2 weeks before any publicity that refers to the website, whichever comes first	<u>Publicize on a Website Blog</u> Submit a publicity form to have your event blog posted on the Glen Mar website . On the publicity form, be sure to include your RSVP or registration needs and/or links to any registration that has already been set up.	Page 5, Number 1
			<u>Record Messenger Deadline</u> Record date of next Messenger deadline in Date to Finish Task column below marked "Insert Messenger deadline."	Page 5, Number 3

The tasks below can be done after you have confirmation that your website page or blog 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	<u>Need to Cancel or Postpone?</u> 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 and Facebook pages. Notify those you know who are planning to attend your event, including performers and volunteers. In addition, notify all the publicity resources where you have publicized. Also, send postponement or cancellation information to announcements@glenmarumc.org for inclusion in the bulletin and on screens.	Pages 4-5
		Insert Messenger	<u>Submit Messenger Article</u>	Page 5, Number 3

		deadline in the Date to Finish Task column on the left	Submit Messenger article on or before the deadline.	
		Temporary Signage/Banner (insert a date at least 2 months before your banner will be displayed)	<u>Submit Banner Information</u> If you have approval to display your temporary signage/ banner and need help with professional artwork , submit information you want on your banner. There may be a charge to your organization.	Page 7, Number 4 will give a link that provides important information
		At least 2 months before your event	Provide information to the Greater Washington District and Central Maryland District of the Baltimore-Washington Conference.	Page 10, Number 13 a and b
		At least 2 months before your event	Send retirement communities information about your event. Some may send buses.	Pages 13 & 14, Number 19
		At least 2 months before your event	Buy small signs for folks to put up.	Page 9 Number 8
		Banner (insert a date at least 6 weeks before your banner will be displayed in the Date to Finish Task column on the left)	<u>Submit Banner Artwork</u> If you have approval to display your temporary signage/ 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 7 Number 4 will give link that provides information on submission
		Banner (insert a date at least 5 weeks before your banner will be displayed in the Date to Finish Task	<u>Order Banner</u> If you have approval to display your temporary signage/ banner and finished artwork approval, order the banner made. Be sure to consult the link on Page 7, Number 4 so that your banner or banners meet the guidelines.	Page 7 Number 4 will give link that provides necessary information

		column on the left)	Ordering the banner may not be necessary if you already have a banner that can be altered to this year's event.	such as size to order
		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 14-16, Number 22 (media) & Page 14, Number 21 (web, twitter & Facebook) & Pages 16-17, Number 28 (camps)
		At least 6 weeks before your event	Submit notices, flyers, and/or pictures to the online publications of local officials .	Pages 12-13, Number 16
		At least 6 weeks 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 notice below about distributing flyers to schools.	Page 10-11, Number 14b
		At least 1 month before your event	Must have approval from Howard County Public School System to distribute flyers. Prepare flyers and deliver approval sheet and flyers to schools in the Howard County Public School System. You decide which schools to distribute to, but some schools won't distribute to all students. It is essential to follow directions on Pages 11, Number 14b before distributing flyers.	Page 11, Number 14b
		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 13, Number 17

		At least 1 month before your event	Mail information about your event or event flyers to private schools .	Page 13, Number 18
		At least 1 month before your event	<u>Submit Bulletin Notice</u> Submit notice for Sunday bulletin. Bulletin notices automatically go on screen.	Page 5, Number 2
		Inquire about Facebook options at least 1 month before your event and make your request(s)	<u>Publicize on Facebook</u> Glen Mar offers 4 Facebook options.	Pages 8-9 Number 6
		At least 1 month before your event	Check Facebook for local groups that might be interested in your event (general examples: children, jewelry, food insecurity) and get in touch with those groups	Page 16, Number 23
		At least one month before your event	Submit notice for possible inclusion in the Baltimore-Washington Conference e-connection.	Page 10, Number 13c
		At least 1 month before your event	Submit information about your event and sometimes pictures to calendar listings on local websites.	Page 11 & 12, Number 15
		At least 1 month before your event	Submit a notice to the Howard County Public School System to post online .	Page 10, Number 14a
		At least 1 month before your event	<u>Publicize on Nextdoor App</u> Email pubguide@glenmarumc.org for a list of people who are willing to publicize the Glen Mar information you provide on http://nextdoor.com/ .	Page 16, Number 24
		At least 1 month before your event	<u>Have a Short Video Posted</u> Post a short video about your Glen Mar event on Glen Mar's YouTube channel.	Page 16 Number 25
		Option: Request additional temporary signage/bann	<u>Request Banner Extension?</u> Temporary Signage/ Banner Option : If there is no other ministry asking for temporary sign reservations before or after your	Page 7, Number 4

		er time close to time reservation has already been granted for	previously granted reservation period, a display of up to 28 days total (includes initial reservation period) will be considered. Email Alison.Mannino@glenmarumc.org to request extra time.	
		Temporary Signage/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)	<u>Display Banner</u> Ask facilities service for your temporary signage/ banner to be displayed. This requires 2 working days' notice before your banner will be displayed.	Page 7, Number 4
		Spotlight Ministry video (not necessary if you have elected to use an announcement instead)	<u>Submit Video</u> If you plan to make a video for your Spotlight Ministry , be prepared to submit it by 9 a.m. on the Wednesday before your Spotlight Ministry.	Pages 5-6, Number 4
		Spotlight Ministry tables (insert your confirmed dates in the Date to Finish Task column on the left)	<u>Staff Spotlight Tables</u> Staff tables after services for your approved Spotlight Ministry/Ministries	Pages 5-6, Number 4
		At least 1 month before event	<u>Need Volunteers</u> If interested in recruiting volunteers from Glen Mar, put a notice in the bulletin.	Page 5, Number 2
		At least 1 month before event	If interested in recruiting volunteers from outside Glen Mar, visit the Volunteer Center Serving	Page 16, Number 26

			Howard County website page and make your request.	
		At least 1 month before event	Send press releases to local media (newspapers, radio and TV stations).	Pages 15-16, Number 22
		At least 1 month before event	Make and distribute invitation cards to give to people.	Page 9, Number 9
		At least 1 month before your event	<u>Publicize Through ELC</u> 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 or ELC door.	Page 7, Number 2
		At least 1 month before event	Send emails or evites to non-Glen Mar parishioners.	Page 9, Number 11
		At least 1 month before event	<u>Ask Team Members to Publicize</u> 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 7
		At least 1 month before event	<u>Visit a Growth Group</u> Visit a Growth Group meeting for a “meet & greet” or quick promo of your event and/or have a targeted meeting.	Pages 6, Numbers 8 and 9
		At least 1 month before event	<u>Place Flyers in Gathering Place</u> Place flyers in the display rack and on the Welcome Center desk in the Gathering Place.	Page 6, Number 6 & Page 7, Number 13
		At least 3 weeks before your event	<u>Submit Notice to Family Vine</u> If your event is appropriate for children, submit a notice to Glen Mar’s Family Vine publications.	Pages 6-7, Number 10
		At least 3 weeks before your event	<u>Publicize to Middle Schoolers</u> 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 11
		At least 3 weeks before your event	<u>Submit Notice to Youth Publication</u>	Page 7, Number 12

			If your event is appropriate for high school youth, submit a notice to <i>All Together Youth & Parent News</i> .	
		At least 2 weeks before your event	Post flyers in public facilities.	Pages 9-10 Number 12a-d
		At least 2 weeks before event	<u>Publicize on Instagram</u> Email JPG flyers, logos, photos and other graphic designs for posting on <i>Glen Mar's Instagram</i> account.	Page 9, 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	<u>Arrange for a Photographer</u> Read "Glen Mar's Photo Policy" and "Additional Information about Photography" and line up at least one photographer to take pictures at your event.	Page 4
		At least 1 week before event	<u>Event Canceled or Postponed?</u> 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 and Facebook page. Notify those you know who are planning to attend your event, including performers and volunteers. Also, send postponement or cancellation information to announcements@glenmarumc.org for inclusion in the bulletin and on screens. In addition, notify all	Pages 4-5

			the publicity resources where you have publicized.	
		At your event	<u>Record Attendance</u> Get a list of names and email addresses of those who attend your event .	Page 9, Number 11
		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 7, Number 3
		Temporary signage/banner (insert the last day you have approval to display your banner in the Date to Finish Task column on the left)	<u>Remove Signage/Banner</u> Ask facilities services to take down the temporary signage/ banner . 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 7, Number 4 will give link that provides guideline information
		Shortly after your event	<u>Submit After-Event Information</u> Submit after-event publicity form to be posted on Glen Mar's website and other Glen Mar publicity resources you select. Your notice may automatically be given to the Messenger.	Page 9, Number 10
		Shortly after event	<u>Submit Blurb to Bulletin</u> Submit notice to bulletin about your completed event.	Page 5, Number 2