



Notes for Ministry Leaders & Event Coordinators

From Your Friendly Communications Department

Can you design it for me?

- The Communications Department can assist with design of any promotions that will be made available to an external audience. Please give as much notice as possible.
 - Need a brand new web page, online registration form, and printed advertisements? 3-4 weeks' notice is appreciated.
 - Updates to existing web pages or printed promotions? 1-2 weeks' notice should suffice.
- It is perfectly acceptable to not involve me in the design of your external communications, t-shirts, signage, etc. if you have the needed skills, however please provide me the opportunity to see a proof and offer advice before production, in order to ensure quality and consistency.
- At this time it is preferred that internal promotions (i.e., bulletin inserts, church member sign-up forms, etc.) be completed within your ministry itself, due to workload restrictions. Again, you are very welcome to send me a copy for proofing before it's produced.

COMMUNICATING TO THE CHURCH

– Church Bulletins & Weekly Email –

- ➔ Szasza and I work collaboratively on bulletins as well as our weekly email announcements. It is preferable that you copy both of us on an email if you need something to be announced. (If you can't use email, call either one of us.)
- ➔ We love it when people are proactive about getting us info on their events no later than Thursday mornings, so we don't have to call or text so many people to track down answers. Thanks very much for planning ahead!



How your community event/program is promoted is up to you and your team.

Please ensure that your event planning includes what your budget and methods of communication and advertising will be. You can talk to me for ideas, and I can design your printed materials, layout web info, create social media ads, etc., but the methods of garnering attendance should fall on you.



Guidelines for DIY

Our **logos** are available for download from ReallyLiving.ca/member-resources. Please refer to the included branding guide for instructions on proper use. (For example, the logo is not to be re-sized disproportionately, rotated, re-arranged, etc.) If you are working with an external company to produce something for your ministry, please direct them to this package.

As much as possible, please **do not use acronyms** and abbreviations in your communications as they are typically understood only internally. If you must use them, spell them out completely in the first usage with the abbreviation in brackets.

! Did you know that the General Conference discourages the use of "SDA"? This acronym can stand for many things, is not easily recognized by non-Adventists, AND it can easily be confused with "LDS" (Latter-day Saints). When writing about the church, "Adventist" is the acceptable abbreviation for Seventh-day Adventist, after you have spelled it out completely the first time. Try to form a habit of not using the SDA abbreviation, even internally.

Protect people's privacy! Remember to always use the **"bcc"** option when sending email to an external group, for example, community program registrants.



Do you schedule volunteers?

If you are in charge of a ministry that uses different volunteers each week, you need to do **2 things**:

- 1 Log your volunteers' schedule on the online administrative "master" calendar. (Talk to me if you don't know how or where this is.)
- 2 Provide each of your volunteers with a list of dates for which they are scheduled.