

Denver United Methodist Church

Promotional Procedures

It is the intent of this policy to serve the DUMC body by strengthening the communication between ministries and the Body. The desire of DUMC is to promote any good work or Godly cause; however, due to the limited space and resources, we are only able to promote those events that have significant ministry support and involvement. The goal is to support Denver UMC in its mission of *"Becoming a Harbor of Hope in a chaotic world where people come to know God, build meaningful relationships, and unleash compassion everywhere we go."*

1. Complete the online "Event Form" by going to www.denverumc.org < Resources and Forms < Event Form.
2. All requests must be made via the online submission form found under the Forms and Resources tab on the website. No directly emailed or verbal requests will be honored unless it is a birth or death.
3. The following are possible mediums available based on the Priority System:

- a. **Bulletin** - The purpose of the bulletin is to:

1. Communicate the mission of Denver UMC
2. Create movement directing people towards fellowship, discipleship and outreach from worship
3. Help guests feel relaxed and welcome
4. Advertise events and initiatives.

Requests must be submitted no later than Monday at 9:00 a.m. prior to the weekend to be promoted. Copies will be made and distributed at weekend services and a copy will be uploaded to the website on Thursday preceding the service.

- b. **Website** - A great effort is made to keep the www.denverumc.org website current with information and events. This is an excellent method for registration of special events and programs of your ministry. Material for your ministry or event should be submitted online at least two (2) weeks prior to event for placement on the website.
- c. **Weekly Email** - A weekly newsletter has been established to give more information about our ministries. The newsletter is sent out weekly via email on Thursdays. Request for inclusion should be submitted no later than Wednesday at 10:00 a.m. prior to the Thursday to be promoted.
- d. **Social Media** - Requests for your ministry to be promoted via Facebook, or other social media sites of the church must be submitted one (1) week prior to the desired date of promotion.
- e. **Worship Slides** - Requests must be made at least two (2) weeks prior to the date the slide announcement is to be shown. Announcements will be made based upon the Priority System unless preempted due to special circumstances, which will be approved by the Director of Communication or Associate Pastor. Please plan early. Slides will be shown a maximum of 2 times unless approved by the Associate Pastor.
- f. **Verbal announcements during worship services** - Request should be made at least one (1) week in advance of the date you desire the announcement and must be approved prior to being announced. These announcements must pertain to the entire Body or an outreach effort. Each verbal announcement will only be made for two (2) weekends.
- g. **Videos during worship** - The worship service is a time of reverence and contains many guests so videos are mainly reserved for sermon series promotion and enhancement. Any video request must be submitted three (3) weeks in advance of the date you desire the promotion and MUST be approved. Will be shown a maximum of two (2) times.
- h. **Ministry/Mission Table** - Ministry promotion requests for sign-ups or promotions at the Ministry/Mission Centers must be submitted four (4) weeks prior to the desired date of promotion.
- i. **Printed brochures and mailings** - Requests for all brochures must be submitted a minimum of four (4) weeks prior to distribution to ensure time for proof and economical pricing of the printing, if appropriate.

Approval from the Director of Communication must be obtained prior to any distribution within the church building or mailing. Brochures will be displayed at the Ministry/Mission Centers and in the existing hanging wall displays located throughout the building.

- j. **Banners** - Outdoor or indoor banners must be requested a minimum of four (4) weeks prior to the date of promotion and approved by the Director of Communication to meet both the size and display specifications. Ministries will be charged for the cost of the banner.
- k. **Flyers and brochures in Sanctuary** - We ask that you choose another mode of promotion to preserve our worship space and time. The Narthex and Sanctuary spaces are to be treated with reverence and should not be used by anyone with the exception of the ushers for distribution of Sunday bulletins. No promotions are allowed in the Narthex or Sanctuary space at any time. Inserts within the bulletins are for worship purposes only.
- l. **Posters and Signage** - Promotional slides and other media have replaced the general use of posters affixed to any structure. Posters are not to be placed on the walls, glass doors, or columns throughout the building. We urge you to use alternative means of promotion.
- m. **Donation Bins** - Donation Bins are located outside of the church office to collect items needed for special programs and ministries. Donations will only be collected in support of a ministry/mission that fits into the DUMC mission statement. No other form of collection boxes will be allowed and no additional collection places shall be designated, except with prior approval.
- n. **Welcome Centers** - The Welcome Center is designed for the express purpose of greeting guests, answering any questions they may have about Denver UMC. As such, it should NOT be used for sign-ups and gathering as it creates a chaotic atmosphere not conducive to our new guests.
- o. **MANDATORY** - All other forms of mass communication not listed above must be approved through the Director of Communication prior to use.

4. ***All requests must be made via the online submission form found under the Forms and Resources tab on the website. No directly emailed or verbal requests will be honored unless it is a birth or death.***

The guidelines in this document apply to all staff, boards & committees, lay-led teams and ministry team leaders.

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