

FUMC DENTON

ALL ARE WELCOME HERE—ESPECIALLY YOU
SHINE GOD'S LOVE INTO EVERY LIFE
GOD'S LOVE IS HERE FOR YOU AND SO ARE WE

TIER 1 ALL-CHURCH

Tier 1 is designed to engage the entire community of both the internal and external audiences of the church for things that are directly aligned with the church's mission, vision, and values.

TIER 2 TARGETED SUBSET

Tier 2 is designed for programming opportunities for a smaller, but significant, subset of the congregation that directly support the church's mission and vision (not relevant for everyone.)

TIER 3 OTHER

Tier 3 is designed for opportunities relevant to a broad audience, but don't align with the mission and vision of the church; or opportunities targeted to a very small subset of the congregation; or outside / partner ministries that provide internal opportunities to engage in discipleship that's aligned with the mission and vision of the church.

EXAMPLES OF SUPPORT FROM DIRECTOR OF COMMUNICATIONS:

TIER 1

- COMM STRATEGY
- DIGITAL SIGNAGE (INTERIOR)
- EXTERNAL SIGNAGE
- EMAIL MARKETING
- GRAPHICS PACKAGE PREPARED FOR CHURCH CHANNELS
- IN-WORSHIP COMMUNICATION
- PRINT DESIGN (FLYERS, POSTERS, ETC.)
- LEADER CONSULTATION
- SOCIAL MEDIA POSTS (MAY INCLUDE SPONSORED POSTS)

TIER 2

- DIGITAL SIGNAGE (INTERIOR)
- EMAIL MARKETING
- GRAPHICS PACKAGE PREPARED FOR CHURCH CHANNELS
- IN-WORSHIP COMMUNICATION
- PRINT DESIGN (FLYERS, POSTERS, ETC.)
- LEADER CONSULTATION
- SOCIAL MEDIA POSTS

TIER 3

- OFFER LEADERS IDEAS FOR BEST PRACTICES TO SUPPORT THEIR MINISTRIES
- SOMETIMES TIER 3 OPPORTUNITIES ARE INCLUDED IN A GREATER CHURCH-WIDE COMMUNICATIONS STRATEGY, AS IN THE GROUP GUIDE.

BEST PRACTICES FOR EFFECTIVE COMMUNICATION:

TIER 1 communications are most effective when communicated with intentional strategy toward both internal and external audiences. This strategy is developed in partnership with the Director of Communications, staff, and key leaders.

TIER 2 communications are most effective when communicated through ministry-specific channels and by personal invitation. For example: ministry-specific emails managed by program leaders, etc.

TIER 3 communications are most effective when done on a more personal, invitational level. For example: creating a facebook group or event and sending invites through social media, an in-person invitation, a personal phone call, or a hand-written letter.

COMMUNICATIONS TIMELINE PROCESS

2-8 WEEKS (DEPENDING ON REQUEST)



Ministry opportunities are created in collaboration with church staff that are aligned with mission, vision, & values.

We send a proposal within 8 business days. Your request must be complete for process to begin.

We will share a proposal with you for how to move forward.

Proofs need to be approved or edits provided within 2 business days.*
Up to 2 rounds of edits are provided.

We provide materials in a digital format or the production process begins and we deliver.

**Business Day: 1 business day (not including Fridays, Saturdays, Sundays, or holidays). Please allow 8 business days for processing of completed requests.*

COMMUNICATIONS TIMELINE

1 WEEK: 4 COMPLETE BUSINESS DAYS (NOT INCLUDING FRIDAYS, SATURDAYS, SUNDAYS, OR HOLIDAYS).

FOR EXAMPLE: IF YOU NEED AN EVENT GRAPHICS PACKAGE 4 WEEKS BEFORE YOUR EVENT, PLEASE SUBMIT YOUR REQUEST 8 WEEKS BEFORE THE DATE MATERIALS ARE NEEDED TO PROMOTE.

Full-Support
(includes copywriting, design, digital and print marketing, etc.)

8 WEEKS before you need materials.

Environmental Design

8 WEEKS before you need materials.

Event Design / Series Artwork

6 WEEKS before you need materials.

External / Digital Signage
(Banners & Signs)

6 WEEKS before you need materials.

In-House Print Design
(Flyers, Bulletin, Posters, Etc.)

4 WEEKS before you need materials.

Out-sourced Print Design
(Booklets & Brochures)

6 WEEKS before you need materials.

Video Support
(FUMC Denton's strategy is to use video as a storytelling tool rather than for promotions).

8 WEEKS
Video requests must be approved by Pastors and are limited opportunities.

Worship Announcements

4 WEEKS before you need materials.

Social Media Posts

3 WEEKS before you need materials.

Email Newsletter

2 WEEKS before you need materials.