

UUCM Promotional Policies and Procedures

May 2013

Introduction

This document outlines policies and procedures regarding the promotion of UUCM-sponsored activities/events as well as activities undertaken by UUCM members/friends and renters.

In an ideal world – with adequate staffing and funding – UUCM would promote church activities, those of renters – as appropriate, and activities in the broader community that would be of interest to UUCM congregants and a wider audience. However, given that we are not currently endowed with such resources, the aim and reach of the Communications Team must remain more narrowly focused.

In considering possible financial tradeoffs as part of the FY14 fiscal year, UUCM's Council elected to focus its resources on activities within the UUCM community – with the intent of making them of high-quality and attractive to current and potential members/friends. The Communications Team has adopted the same approach in deciding where to concentrate its limited resources for promotion.

Upcoming UUCM Worship Services

UUCM holds two types of worship services – those conducted during the active church year and those conducted over the summer. Each type has an associated promotion plan.

Regular Church Services

Church services during the active church year will be promoted in the UUCM newsletter (e-news) and on the website's calendar and Upcoming Services sections. The planner/leader of an upcoming service should supply the office administrator and the Communications Team with appropriate information about the nature of the service *at least three weeks* in advance of the service, so that the administrator can meet external publication deadlines, and the Communications Team can get the information onto the calendar and into e-news.

The administrator will incorporate a one- or two-sentence description of the service into a larger template describing UUCM and send it to local print and digital publications for inclusion in their respective "Religious News" sections. Should a service description not be forthcoming in time, the administrator will submit the more general write up about UUCM service times, but without details of the upcoming service.

Summer Services

A second type of template has been created for submission to the news media announcing weekly summer services. The office administrator will send out a general template to each local print and electronic outlet three weeks in advance of each summer service. The Communications Team will promote these services in e-news and on the website calendar.

Events and Activities

The Communications Team has considered several categories of events/activities that are candidates for promotion. These include:

- UUCM-sponsored events held at the church.
- Events that UUCM co-sponsors that are held elsewhere.
- For-profit and non-profit events held at UUCM by UUCM members/friends and by other unaffiliated renters.
- Events conducted by UUCM members/friends in other venues.

Each of these categories will receive different types of promotion, as described below.

UUCM-sponsored Events Held at the Church

All UUCM-sponsored events to be held at the church will be promoted in e-news, announcement, website (calendar), UUCM Facebook page, and, when deemed newsworthy, in the media via a press release.

Promotion for UUCM co-sponsored events held elsewhere will receive the same coverage in UUCM

outlets. Public relations will be coordinated among the sponsoring organizations.

Other Events Held at UUCM

To entice more people to rent UUCM space and thus generate revenue for the church, the Communications Team will promote:

- Any for-profit or non-profit events run by renters who are **UUCM members** (if they so desire) in e-news, the website, Facebook page, and announcements. UUCM will not promote these events via the press. An example of a for-profit event run by a UUCM member would be Cammie Opre’s Zumba class.
- Any for-profit or non-profit events run by **non-members/renters** at UUCM, if they so desire, in e-news and the website calendar, and so long as doing so will not jeopardize the status of the church. An example of an event UUCM would not promote is the Democratic dinner, because promoting it would jeopardize our standing as a religious institution.

Given its limited resources, the Communications Team will **not** promote:

- For-profit or non-profit events run by UUCM members/friends elsewhere, or
- Events by other organizations that might otherwise be of interest to UUCM congregants and the general public.

The following table illustrates which events will (X) and will not (0) be promoted.

EVENT TYPE	E-News	Website/Calendar	Announcements	Facebook	Press Release
Church Services (all)	X	X	X	X	X
UUCM-sponsored events	X	X	X	X	X
Rental events at UUCM, (if promotion is desired)	X	X	X	X	0
Rental events that would jeopardize our standing	0	0	0	0	0
Events run by UUCMers elsewhere	0	0	0	0	0
Events run by other organizations of interest to UUCMers and the broader community	0	0	0	0	0

Conclusion

Communications has been identified as one of the key underpinnings of UUCM. The Communications Team has instituted a number of ways to keep everyone within and outside UUCM apprised of happenings at the church. Those vehicles – e-news, website, announcements, Facebook page, Broadcast, Yellow Pages, audio tapes of services, and worship notifications – require constant re-publishing and therefore demand much ongoing attention by the Team.

These policies and procedures reflect the best priorities of the Communication Team. Until more resources can be invested in this enterprise, we ask all UUCM people to refrain from asking for exceptions, because exceptions will undoubtedly cause consternation among others regarding why their event did not receive a similar level of promotion.