

KING'S PARK COMMUNICATIONS FORM GUIDELINES

All communications needs should be submitted through our Communications Request form. This includes requests for announcements, social media posts, registration forms, graphic design, updates to an existing page on the website, a photographer or videographer, promotional videos, funeral announcements and lobby reservations if you do not have a Planning Center account.

Who should complete this form? The ministry/program leader or an approved volunteer.

Why is this form necessary? The Communications Request form allows us to get a clear picture of your event and your goals. It helps us organize all of the pertinent information about your event and it also helps you, as the event owner, think clearly about your target audience and clarify your message.

What programs and events will the Communications Team help promote?

- **Church-wide programs and events**
- **Core ministry events** (Youth, Kids, Worship)
- **Demographic ministry events** (Women, Men, Marriage, Campus)
- **Membership and ministry on-ramps** (Life Groups, Growth Track, Lead Well, 215)

We do not offer promotions for small groups or niche ministries. We can, however, offer ideas to help you get the word out. If you're creating any promotional pieces for the public that mention King's Park or include our logo, these need to be approved by the Communications Team (please use the [Design Submission form](#) to submit your design). This does not apply to handouts you make to share your life group during the Life Groups fair.

When should this form be completed?

If you are not the staff member or leader in charge of the program or event, **you should complete this form after you have approval.**

If your event is being held at King's Park, **you should reserve your room before completing this form.** After you have approval, please observe these deadlines:

If you only need a **website update** to an existing page: 2 weeks to complete the update.

If you only need a **registration page** for your event: **2 weeks before registration** should open, or promotions should begin.

If you need a **printed piece**: **8 weeks before registration** should open or promotions should begin.

If you need us to design a **graphic** (that will not be printed): **6 weeks before registration** should open, or promotions should begin.

If your graphic has been designed (and approved by the Communications Team) and you only need **digital promotions**: **4 weeks before registration** should open, or promotions should begin.

If you need a **photographer or videographer** for your program or event: **4 weeks before the event**.

If you need a **promotional video or pre-recorded video**: **8 weeks or more before** your needed date.

If you have multiple needs, please adhere to the deadline with the greatest number of weeks' notice (for example, if you need a printed graphic and a photographer, contact us 8 weeks in advance).

Where will my program or event be promoted?

While we have a number of promotional channels, we do not use them all to promote every event. Doing so would create a very noisy space for our church family, so we work hard to think through who your target audience is and how to best reach them. With that in mind, we've created a Promotions Process document to help determine what gets promoted where. Please review it before you complete the Communications Request Form. After we receive your form, we'll contact you to discuss the specifics of your promotion.

How can I get the word out about my event?

Let people know how their lives will be changed by participating or attending. Be thoughtful in how often you share information about your event. Sharing to the right people at the right time, the right number of times goes a lot further than sharing to everyone all the time. Here are a few suggestions that have been successful:

- 1. Email the people on your team/in your group.** These are the people who will be most excited about what you're doing, so start with them. It's important not to spam them though. They're already receiving tons of emails and you don't want to end up in the pile that they ignore. A good practice is to email once to let them know registration is open and once when *time is running out*. It's okay to send another email in between to remind them what they'll miss if they don't attend, but anything more than that could be considered spammy.
- 2. Tell people face to face.** Ask them to share the news also.
- 3. Post it in the [King's Park Facebook community](#).** Please be careful with this as we don't want this group to be full of marketing messages. As with emails, it's good practice to post when registration is open and when registration is about to close.
- 4. Request a table in the lobby.** Each ministry has an opportunity to periodically set up a table in the lobby to tell people about your event. This is an opportunity to find the people most

interested in your event and get them added to your email list. If you hand out flyers, please make sure they follow [the branding guidelines](#) and make sure you have submitted them using the [Design Approval Form](#). **Please do not leave flyers on the lobby desk or counters.** If you do, they will be removed.

- 5. Post it on your personal social media profiles.**