



NEW LIFE

BIBLE FELLOWSHIP

Promotion Request Policies

Objective

We desire to communicate and promote all of our ministries and events in an efficient, streamlined manner; to come alongside our ministries to optimally communicate and promote their events; and to drive all communication and promotion based on New Life's Vision Statement (Center, Connect, Lead, Transform, and Glorify).

Process

- If needing to reserve space for your event, complete *Facility Request Form* Online or in our office.
- Complete the *Promotion Request Form* Online or in our office and submit to the Communication Team via the Executive Pastor.
- Your request will be reviewed by the Communication Team who will determine appropriate promotional actions. Not all available options may be advisable for your specific event. The team reserves editorial rights on any promos. If you have any questions email Communication@NewLifeTucson.com or contact Kyle Fleischmann, Executive Pastor at KyleF@NewLifeTucson.com.

Promotion Priority

Due to the large number of events held at New Life Bible Fellowship, we will be using the following criteria to decide which events will have priority in scheduling promotional space and resources.

High Emphasis

These events affect the majority of the church body. Examples include: worship events, all-church events, next steps (Connection Groups, Opportunities to serve), etc.

How we communicate this Tier: Website home page and regular page; Church Calendar; Platform Announcement; Special Video; Video Announcements; Pre-Service Slides; Bulletin Blurb; On Campus Signage; Email Blast; Facebook – Public & Private pages; External Marketing

Medium Emphasis

These events affect large groups within the church. Examples include: adult ministries, children's ministry, student ministry, etc.

How we communicate this Tier: Website home page and regular page; Church Calendar; Video Announcements; Pre-Service Slides; Bulletin Blurb; Email Blast; Facebook –Private page

Light Emphasis

These events affect small groups within the church. Examples include: individual small group activities, portions of larger ministries, etc.

How we communicate this Tier: Website regular page; Church Calendar; Bulletin Blurb; Email Blast; Facebook –Private page

Determination of Priority

High Emphasis

We ask these questions to determine whether an initiative receives high emphasis:

1. Is this initiative a way for attenders to respond to a recent teaching from the platform?
2. Is this an initiative that we expect to draw more than 50% of our congregation to participate?
3. Is this a front-door initiative that helps newcomers to New Life take a first step of faith into a group?
4. Is it a ministry-sponsored initiative that is likely to reach a significant number of seekers and introduce them to Christ?

If it meets at least one criterion, it receives high emphasis.

Example initiatives:

- Launches of key ministry initiatives, as determined by pastoral staff [1,2]
- Easter Picnic [2,4]
- Serve or Give campaigns [1,2]
- Trunk or Treat [2,4]
- All-Church Service days [2]
- Group Connect [3]
- Life Classes [3]
- Party with the Pastors [3]
- Christmas & Easter Weekend Services [2]
- Concerts (evangelistic/outreach oriented) [4]

Who initiates communication plan: Ministry Team Leaders in collaboration with Communication Team. The goal is to begin the planning process far in advance for maximum effectiveness.

Medium Emphasis

If an initiative doesn't fit in high emphasis, we ask these questions to determine whether it receives medium emphasis:

1. Does this initiative/event support or feed into a high-emphasis initiative?
2. Does this initiative/event develop leaders of leaders?
3. Is this initiative a public celebration of life-change through Jesus?
4. Does this initiative/event encourage people in missional opportunities?

If it meets at least one of these criteria, it receives medium emphasis.

Example initiatives:

- Prayer Events [2,4]
- Baptisms [3]
- Parent/Child Dedication [3]
- Congregation News (Forums, Voting) [1]
- Local mission partners [4]
- Stories of global and local mission partners [4]
- International Missions Opportunities [4]

- Starting Point [1]
- Sunday and Other Adult Classes [1,2]
- Children's Ministry [1-4]
- Student Ministry [1-4]
- Men's and Women's Events [1-4]
- Security & Medical Events [1-4]
- Worship & Technical Team Events [1-4]
- Welcome Team Events [1-4]
- Thrive Conference [2,4]
- GLS Conference [2,4]
- Team Fundraising Events [1,4]
- Concerts (Christian-focused) [1,3]

Who initiates communications: Ministry Team Leaders in collaboration with Communication Team.

Light Emphasis

All other initiatives receive light emphasis.

- Sub-groups of our larger ministries
- Ministry Team Training Events
- Support Groups
- Visitation
- Elder/Staff Meetings and Events
- Updates on Groups/Classes
- Outside Ministries (non-partners)

Who initiates communications: Championed by Ministry Team Leaders, with coaching and support resources provided by Communication Team.

Promotion Matrix

Note: Not all available options may be advisable for your specific event.

	High	Medium	Light
WEBSITE			
Website unique landing page design	X		
Website home page exposure (Ad)	X	Occasional	
Website (regular page)	X	X	Occasional
Church calendar on website	X	X	X
BULLETIN / IN-SERVICE			
Platform announcement	Occasional		
Special Video/Testimony	Occasional		
Video Announcements	X	Occasional	
Pre-Service Slides	X	X	Occasional
Bulletin Blurb	X	X	X
ON CAMPUS			
Foyer banners, signs, tables, staff @ guest services	X	Occasional	
EMAIL BLAST			
Weekly email blast	X	X	Occasional
PRINT			
Rack Card	X	X	
SOCIAL MEDIA			
Facebook (Public Page)	X	Occasional	
Facebook (Private Group Page)	X	X	Occasional
PERSONAL COMMUNICATION (DYI – coaching available)			
In-person announcements at group gatherings	X	X	X
Personal emails for group leaders to pass along	X	X	X
EXTERNAL MARKETING			
Community promotion (e.g. street signs, mailing, social media campaign, billboard or ad)	X		