Trinity Communications Guide

Purpose

Trinity's communications are shared among staff and a team of dedicated volunteers, each of whom manages a different channel. This guide explains how to get a message from an idea to the congregation, who to contact for each step, and how to choose the channels that fit your announcement.

It is written for ministry leaders, committee chairs, staff, and anyone else who needs to share news about a Trinity event, program, or opportunity. Following it helps our volunteers plan their time, keeps our messaging consistent, and makes sure your announcement reaches the right people at the right time.

How the Process Works

Every announcement follows the same basic path, whether it is a one-line bulletin note or a full campaign for a major parish event.

1. **Write your content.** Draft the essential details: what is happening, when, and where, who it is for, and how people can respond (register, sign up, contact someone). You know your event best, so the core message starts with you.
2. **Decide whether you need a graphic.** Flyers, E-Tidings features, Facebook posts, and the Great Hall monitor usually need one. Notices in Sunday News or clergy announcements only do not.
3. **Request a graphic, if needed.** Contact one of the graphics volunteers listed below, and allow time for drafts and revisions.
4. **Choose your channels.** Not every message belongs everywhere. Pick the channels that will reach your intended audience (see "Choosing the Right Channels").
5. **Send your finished content to each channel contact.** Each channel is managed by a different person, so send your text and graphic directly to each one you have chosen.
6. **Confirm and follow up.** Check that your announcement ran as planned, and let the channel contacts know if details change or the event is cancelled.

Getting a Graphic Made

If your announcement needs a visual, Frank Leech, Emily Bibens, or Shawna Gehres can design one for you. Graphics are typically needed for printed flyers posted at church, E-Tidings, Facebook, the website, and the monitor in the Great Hall.

When you request a graphic, please include:

- The event or program name
- Date, time, and location
- A short description (two or three sentences)
- Contact person, registration link, or other call to action
- Where the graphic will be used, so it can be sized correctly (flyer, monitor, social media, etc.)
- Any photos, logos, or existing artwork you would like included

- The date you need the finished graphic

Please allow time for at least one round of revisions, and review drafts carefully for accuracy before approving them.

For help with a graphic, contact Shawna Gehres (gehres@gehrestulsa.com or 918-899-9697), Emily Bibens (emily.e.bibens@gmail.com), or Frank Leech (frank.leech@outlook.com).

Communication Channels and Contacts

Once your content is ready, send it directly to the person who manages each channel you plan to use.

Channel	Best for	Contact
Trinity Internal Calendar	Reserving a space within the building for your event or activity	Shelley Nachtigall, snachtigall@trinitytulsa.org
Trinity External Calendar	Advertising public events through the events page of the website	Shelley Nachtigall, snachtigall@trinitytulsa.org
E-Tidings (email newsletter)	Upcoming events, registrations, and parish news for members who read email	Emily Bibens, emily.e.bibens@gmail.com
Sunday News (bulletin insert)	Details for people attending worship, including dates, sign-ups, and contacts	Casey Cantwell, ccantwell@trinitytulsa.org
Sunday Service Clergy Announcements	Brief, timely reminders read aloud during worship, subject to clergy discretion	Casey Cantwell, ccantwell@trinitytulsa.org
Website	Ongoing programs, event pages, and information newcomers search for	Rick Woodard, rick@redwoodard.com
Facebook	Events open to the public, photos, and reminders that can be shared	Diane McClure, billdiane@cox.net
Digital Graphics (website, Nichols Great Hall monitor, Facebook)	Visuals sized for screens and social media	Frank Leech, frank.leech@outlook.com
External Press Release	Major events or news of interest to the wider Tulsa community	Shelley Nachtigall, snachtigall@trinitytulsa.org

Choosing the Right Channels

Not every communication needs to go through every channel. Think about who you are trying to reach and match the channel to the audience.

- **Parish-wide events** (potlucks, forums, major services) usually call for Internal Calendar, E-Tidings, Sunday News, a clergy announcement, the Great Hall monitor, and Facebook.
- **Ministry or small-group news** may only need E-Tidings or Sunday News, and Internal Calendar, if you need to reserve a room.
- **Ongoing programs** (formation classes, outreach ministries) benefit from a lasting presence on the website.
- **Events open to the public** are a good fit for Facebook and the website.
- **Press releases** are rare and reserved for news of interest to the wider community. Please consult Shelley Nachtigall before planning one.

Plan ahead

Volunteers work on their own schedules, and each channel has its own deadlines. As a general guide, begin the process two to three weeks before your event when a graphic is needed, and send finished content to channel contacts at least one week before you want it to appear. For Sunday News and clergy announcements, confirm the weekly deadline with Casey Cantwell.

Before You Submit: Checklist

- ☐ Reserve space within building, if necessary
- ☐ Event name, date, time, and location are correct
- ☐ Description is clear and concise
- ☐ Contact person and call to action are included
- ☐ Names, dates, and links have been proofread
- ☐ Graphic has been requested and approved (if needed)
- ☐ Channels chosen to fit the audience
- ☐ Content sent to each channel contact with enough lead time

Questions about this process? Contact Shelley Nachtigall in the parish office at snachtigall@trinitytulsa.org.