Our Newsletter, Weekly Email, and Printed Bulletin Announcements

Recently, conversations have arisen in the office around the relationship between our three different ways of communicating information within our congregation. This is not new; it bubbles up from time to time, and each time we say we ought to write down some guidelines to help us navigate these conversations, but then we get busy doing other things… and so it goes. This time around, we decided to develop some written guidelines so that everyone can understand the purpose of each of our communication documents/media and their deadlines.

The Conversations

Staff Meetings: Pastor Richard, Michelle, Lyndsey, Mike R., and Mildred C. have discussed in great detail how each of these media function in our life and how to use each of them most effectively.

Office Administrator and Editor: Gail Miller has been our bulletin and newsletter editor for 2 years now. She works closely with Lyndsey (and Tracy before her) on both content and layout, seeking to create documents that invite, inspire, and inform.

No one person is "in charge" of this; no one person made these decisions by themselves. We came to these guidelines through conversations together, and as a result of moving from printed to virtual communications. We hope that you will appreciate this fuller explanation of these documents, and we appreciate you honoring the deadlines, which allow time for formatting and editing of the submissions we receive.

Monthly Electronic Newsletter

This contains the pastor's message, announcements about upcoming events, reports from our ministries and committees, photos of recent events, and articles relevant to the life of the church.

Published: the last Wednesday of the month
Deadline: the Wednesday beforehand

Weekly Email

This highlights certain announcements that are coming up in the next week to 10 days, and announcements that contain links to signups and more information. It also contains an electronic version of the bulletin, a link to online Sunday Worship, and a link to folders containing Council and Congregational meeting minutes and ministry reports. We work to keep this short and concise, so it doesn't get ignored.

Published: Thursday afternoon
Deadline: Wednesday noon

Weekly Printed Bulletin Announcements

This contains announcements and upcoming events. Announcements should generally be a short paragraph (3-4 lines). We typically will advertise events 3-4 weeks out, unless it is a bigger event or something that requires more advanced notice. Informational articles that relate to the life of the church will be included at the discretion of the pastor/staff and space permitting. (There is always room for links to longer articles in the monthly newsletter.)

Published/Printed: Thursday afternoon
Deadline: Wednesday noon

More about the bulletin: We print the bulletin on 8.5”x14” paper, staple and then fold it. Because of this format, each piece of paper represents 4 sides or pages in the bulletin. Our goal is to keep the bulletin to 20 pages (5 sheets of paper) and to jump to 24 pages only when absolutely necessary. To this end we will keep full page posters to a minimum (also because these deplete our copier toner rapidly). This constraint will from time to time require us to make decisions about what information to publicize where and when, prioritizing certain announcements, and/or moving announcements to the email.

Know that all who have a role in all three of these modes of communication want everyone to feel invited, inspired, and informed, so that they may participate more fully in the life of our church.

Feel free to direct your questions to Gail Miller (galymiller@gmail.com) or Lyndsey in the office.