

# Keeping You Connected (KYC) Submission Policy

## General Submissions

1. Articles are due by Tuesday noon of each week.
2. Email your article to [office@livingwaterone.org](mailto:office@livingwaterone.org).
3. The article should be in paragraph format and 100 words or less.
4. Be extravagantly welcoming. Extend an invitation by including the name, location, address, date, time and contact information of the event in the article.
5. Events should be sponsored or co-sponsored, and say so in the article, by a church in our Association. An individual working at or for an event does not necessarily mean his or her church is a sponsor.
6. Fliers may be sent in addition to or instead of the 100-word article. Fliers should be less than 5MB and in Word or PDF format.
7. Photos (which display next to your article) may be sent in addition to an article. Photos should be less than 5MB and in JPG or PNG format.
8. Articles will run for two consecutive weeks.

## Best Practice Hints & Tips

Here are a few tips to help you plan your submissions:

1. The most successful events have a 2-3 week window during which you should publish, promote, and drive action around your event. If registrations are requested, this window should coincide with the opening of registration.
2. When articles and fliers are brief, consistent, graphically pleasing and have valuable content, they become welcome messages to readers.
3. Keep the headlines brief...no more than four or five words. Save the details for the article.
4. Establish a goal for your article. Determine the most important thing you want to communicate and stick to that message. It will reduce confusion.
  - a. Share news?
  - b. Engage and educate?
  - c. Invite people to an event?
  - d. Request donations?
5. Promote your event across all your communication channels.
6. Thank people for participating in your event.