



Communication Request Form

**Please complete this form and return it to Katherine Warden, New Life Church
Communications Director: katherine@newlifeforall.church**

I am here to help you share information about your ministry event and assist with communication needs. My goal is to reflect the heart of your event while following best practices to ensure effectiveness, clarity, and consistency. Since there is limited time, energy, and space available for communications at New Life Church, we sometimes have to make tough decisions about what will be promoted and how. All communication choices are guided by the church's mission and core values, considering the purpose, target audience, timeframe, and details of the requested event.

*Please note that until your request is submitted in its **entirety** (dates, contact information, written material, etc.), I cannot proceed with promotion.

COMMUNICATION TIMELINE		
	Date	Required Timeframe
Event Date:		Date of Actual Event
Initial Promotion Date:		Usually 3-4 weeks before Event Date
Printed Materials Deadline:		4 weeks before the <i>Promotion Date (at least)</i>
Bridge / Website:		2 Weeks before <i>Promotion Date</i>

EVENT DETAILS					
Event Name:		Event Date(s):			
Location:		Cost:			
Ministry:		Audience:			
Event Leader:		Leader Email:			
Leader Phone:		Start Time:	(AM/PM)	End Time:	(AM/PM)

<p>Description of Event and Creative Direction (if any).</p> <p>*Use a Separate Paper If needed</p>	
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Communication Types Requested:

Item	Timeframe	
General Media		
<input type="checkbox"/> Bridge <input type="checkbox"/> Facebook Post <input type="checkbox"/> Facebook Event <input type="checkbox"/> Pre-service Video Slides <input type="checkbox"/> Online Registration form <input type="checkbox"/> Website <input type="checkbox"/> Online Ticketing	<ul style="list-style-type: none"> • <i>At least TWO weeks in advance of Promotion Date</i> 	
Worship Service		
<input type="checkbox"/> Mission Moment <input type="checkbox"/> Pulpit Announcement <input type="checkbox"/> Pre-recorded Video (3 min or less)	<ul style="list-style-type: none"> • <i>At least FOUR weeks in advance of Promotion Date Approval is under the discretion of the Lead Pastor.</i> 	
Professional Printing		Budget Allotted
<input type="checkbox"/> Banners/Signs <input type="checkbox"/> Invite Cards <input type="checkbox"/> Flyers <input type="checkbox"/> Postcards/Invitations <input type="checkbox"/> Postcards <input type="checkbox"/> Tickets <input type="checkbox"/> Shirts <input type="checkbox"/> Other_____	<ul style="list-style-type: none"> • <i>At least FOUR-SIX weeks in advance of Promotion Date</i> 	

What You Can Expect from the Communications Director

- Within 2 Business days of receiving the request, initial follow-up and request for any further information or clarification.
- The Communication Director will use materials that are free from copyright infringement to the best of their ability and will avoid using images/video/fonts/vectors/music that will violate copyrights and or require licenses.
- Publishing of the communication will take place at regular intervals determined by the Communication Director for each media type. The event leaders can and should invite people verbally and via social media as much as possible to also promote the event. **For Facebook Announcements and Events, it's very important to have your entire team RSVP, Post, Share, Invite, Like, and Comment on all materials posted.**
- If applicable, you will be notified via email when printed materials are available for pick-up.
- If you need access to any digital files, they will be made available via Google Drive and/or Email.
- Any changes to the scope or content of your event will require a **Promotion Change Order**, and likely affect any previously discussed promotion dates.

Katherine Warden

Communication Director
katherine@newlifeforall.church



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