

All Saints Episcopal Church

Communications: Submitter's Guide

We send communications to the parish every Friday at 10:00 a.m. To ensure your announcement is included, please follow the schedule and guidelines below.

1. The Newsletter Schedule

The Monthly Edition: Published on the last Friday of each month. This is the primary source for messages from the rector, full flyers, full articles, month-in-review collages, 'Save-the-Date' messages, long-range planning, vestry updates, committee updates, and financial information.

The Weekly Edition: Published on all other Fridays of the year. These are concise updates focused strictly on the immediate week ahead. Full-length flyers and articles are included as clickable links to keep the email concise.

2. Deadlines for Submissions

For the Weekly Edition: Every Wednesday by 8:00 a.m. Items received after this deadline may be included at the Rector's discretion.

For the Monthly Edition: Two weeks prior to publication—typically by noon on the last Friday of the preceding month. Reminders of the due date will appear in each newsletter.

If you need help with flyer design: Submit all information at least two weeks before the publication date. We will create a professional flyer for you.

For snail mailings: Four weeks lead time.

For community calendars and public service announcements (PSAs): At least 60 days in advance.

For website and external calendars: At least one month in advance for church-related meetings (Commission/Committee meetings, etc.).

3. How to Submit

Email Only: Send your content to both allsaints1692@allsaints1692.org and allsaints1692connections@gmail.com.

No Texts or Phone Calls: To ensure efficiency and accurate processing, submissions sent via text message or phone call cannot be processed.

Ready-to-Publish: Please submit your text exactly as it should read. The office does not provide writing or dictation services.

4. Submission Checklist

Please include these details in every email to avoid delays:

- **The Essentials:** Title, Date/Time (start and end), Location, and Cost (if applicable).
- **The Description:** A compelling reason for people to engage or attend. 'Sell' your event or announcement.
- **Contact Info:** Name and email/phone for the person in charge.
- **The 'Extras':** Indicate if the event is kid-friendly and/or has volunteer opportunities.
- **Visuals:** A high-quality JPG or PNG image or flyer. (Required for social media posts and significantly increases reach on Facebook.)
- **Photo Releases:** Any photo featuring a child must have a signed parent release on file. Forms are located outside the Parish Administrator's office.
- **Recurring Events:** Recurring general events (e.g., Men's and Women's breakfasts, wine-tasting events) are published in the monthly newsletter.

5. Image File Specifications

Preferred Formats: JPG or PNG files

File Size: Maximum 5MB per file

Image Dimensions: 1200×630 pixels for social media; other sizes acceptable for newsletter and website

6. Distribution Rules and Editorial Standards

Weekly Links: In the Weekly Edition, full flyers and articles are included as clickable links to keep the email concise.

Frequency Limits: Items will not run more than twice in a row in the weekly edition. Announcements generally will not run for more than three weeks before an event, unless required by church bylaws.

Editorial Oversight: The office reserves the right to revise items or request revisions if graphics are unclear, files are too large, or there are typos.

Restrictions: We do not publish classified advertisements, such as items for sale, 'help wanted' ads, or lost-and-found notices.

7. Types of Content We Publish

We welcome submissions for:

- Special service information
- Upcoming parish events
- Fundraising initiatives
- Youth and Christian formation activities
- Volunteer opportunities
- Commission and committee updates
- Vestry highlights
- Outreach mission updates
- Photos and collages from prior events

- Relevant community events (including SOMD Episcopal parishes' special events)
- News from The Episcopal Church and the Diocese of Maryland

8. Special Submission Categories

This Communications Guide also applies to submissions for:

- The Calvert Arts Festival (CAF)
- The All Saints Christmas Market
- Southern Maryland Regional Episcopal Council events

Important Note:

The Connections Commission is not responsible for issuing reminders for submission deadlines. Submitters are responsible for meeting stated deadlines. We appreciate your cooperation in helping us maintain an organized, efficient, and professional communications process.