

The Light of Christ Anglican Church

Communications Guidelines

April 29, 2014

“To Know Christ fully... and to make Christ fully known”: the mission statement of the Light of Christ Anglican Church

Critical to the success of assisting a church to carry out its mission is effective communication. Effective communication takes advance planning, multiple resources for getting the information delivered, clear precise messages that engage the audience and an environment where the information is not in competition with too much other information. In an effort to establish good communication at TLC the following guidelines have been issued by a joint meeting of the ministry leaders of TLC and with our pastor, Jay Holsted:

Calendar:

- The first step to planning an event, activity or meeting is to check the church calendar which is available on the website at www.tlcdenver.org to see if the date you have chosen is available.
- To schedule an event, activity or meeting on the church calendar, fill out a facilities usage form also available on the TLC website or available in the church office. Once you have completed the form it is to be turned into the church office to Jeanie Hutton, TLC's Operations Administrator. Your event must be approved through Jeanie. She will contact you and let you know if you can or cannot schedule your event on your requested date.

Room set-up and special accommodations:

- After your event has been approved, please discuss with Jeanie the accommodations and/or room set-up you will need.

Advertising your ministry or event:

- Once you have approval to schedule your event you may use the following resources to advertise your event, but only with adherence to these guidelines: (All requests will be honored on a first come, first served basis.)

Newsletter: Write a 2 to 3 paragraph article about your event. Include vital statistics and include a picture if possible. Newsletter deadline is Tuesday of each week for the following week. Please email your article to Peggy Murray. Due to space limitations, some articles may need to be edited. (Only articles that directly relate to the ministries of TLC can be included.) If you have

any questions about the newsletter, contact [Peggy Murray](#).

Live announcement in church: All live announcements must be scheduled through Jeanie Hutton in the church office ([email her](#)) at least two weeks in advance. Your time will be limited to 2 – 3 minutes. Live announcements are limited to one each week. You may use drama, music, props, pictures or posters to help draw attention to your announcement. You are encouraged to use personal testimonies and to be creative with your announcement.

Information table in the lobby for ministry sign-ups: Please schedule any ministry displays or sign-ups with Jeanie Hutton for the lobby (narthex) at least two weeks in advance. There is space to man the table if you desire. Please do not set up any extra tables or displays in the narthex due to the limited room.

Sunday bulletin announcement: Sunday bulletin announcements for the coming Sunday need to be sent to Jeanie Hutton in the church office by Tuesday. Please make these announcements very short and include vital statistics. Announcement need to be sent to the office in written form.

Inserts in the bulletin: Please NO inserts placed in the bulletin. Thanks.

All parish email: An all parish email can be sent to the congregation the week before your event. Only announcements that involve the church or one of its ministries will be announced via email. Please write out what you want the email to say, send the information to Jeanie Hutton. Please give instruction as to who you want to receive your email. (example: all of the teens, women, children, men, people from a specific ministry, entire parish, etc)

Direct mail: You may send out a direct mailing to your targeted audience at TLC with notification about your ministry. You are asked to prepare your own mailing and include the costs for your mailing in your yearly ministry budget. You may contact Joel Ross in [the church office](#) for mailing labels for your letters. Joel is in the office on Tuesdays and Wednesdays from 10:30 am -1:00 pm.

Banners out front: You may place a banner out in front of the church to advertise an event where the community will be invited. The cost for the banner needs to be included in your ministry budget. At least one month notice needs to be given to Jeanie Hutton.

What you may not do:

- No last minute requests for communication needs (2 weeks or less).
- No hanging information on the walls, equipment and furniture around the church without permission.

Thank you so much for your cooperation!!!

Contact:

Jeanie Htton ([send her an email](#))

Office hours are: 9 – 4 pm Monday through Wednesday and 9 - 12 on Thursday's

303-986-5244

mail slot also available in the office

mailing address: 4000 W Yale, Denver, CO 80219