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ST. FRANCIS OF ASSISI - Ministry Publicity Request Guide

Thank you being part of our Parish Community.

Introduction

This guide is for ministry leaders who are wanting to advertise on St. Francis of Assisi communication platforms. We hope that this guide helps alleviate any questions or concerns for you and allows your ministry to fulfill its mission.

Ministry Publicity Request Form

All ministries are expected to fill out our [Ministry Publicity Request Form](#). You can find the form on the [Ministry Leaders Guide](#), under the Resources tab of our website.

Submit publicity request at least **20 Business days prior to the first announcement request**. To help prevent errors, include all announcement information in one request. If publicity is being requested for an event or fundraiser that requires approval but has not yet been approved, review the [Ministry Leaders Guide](#) section for Event/Fundraiser Policies & Procedures before submitting a publicity request.

If you are unclear about the Ministry Form Process please contact your Staff Liaison, they may have a separate process due to the specialty of their ministry.

Bulletin



Due to the volume of requests we will do our best to honor your requested bulletin dates. There are certain seasonal times that our bulletin has more Parish announcements than usual causing less space for ministry announcements.

We try our best to get all announcements into the bulletin. If you have noticed that your requested announcement dates were missed please consider the timing of your event and your suggested bulletin run date. Feel free to contact our [Communications Coordinator](#).

Example: *If you requested an announcement to run for 4 weeks, the likelihood of your announcement being in all 4 weeks is low. The bulletin editor has discretion when it comes to timing of events and requests, due to spacing.*

Below are a few tips for submitting your bulletin request:

Photo Size - Recommended size for photos is 600 x 400 pixels. If poster size image attached (8.5 x 11 or greater) there will be cropping due to spacing and content will be generated from poster. (Posters seldomly get used.) Images are often received with text. Dependent on image clarity, content may just be used.

Lists - Make them bulleted, easier on the reader's eye.

Important information - Include Dates, Location (Room Reserved) & Time of your event

Content: Make your announcement as concise as possible, less than 300 words is preferred. (If longer, your announcement may be edited for fitting purposes.)

Dates Requested - There are four bulletin date requests allowed on the web form, this is to help alleviate spacing issue on the bulletin editor. If you have a required date that you would like to see your announcement in our bulletin please make clear in the comment section on the form.

Weblinks - If you have a large weblink it is often best to use the website link rather than a long website page link.

Social Media

Currently St. Francis has a Facebook page that links to a Twitter Handle, and an Instagram. Our social media is primarily Facebook focused. Posts are scheduled around bulletin announcements. We often receive many requests to post on our social media, please note that social media posts do not correlate with bulletin date requested.

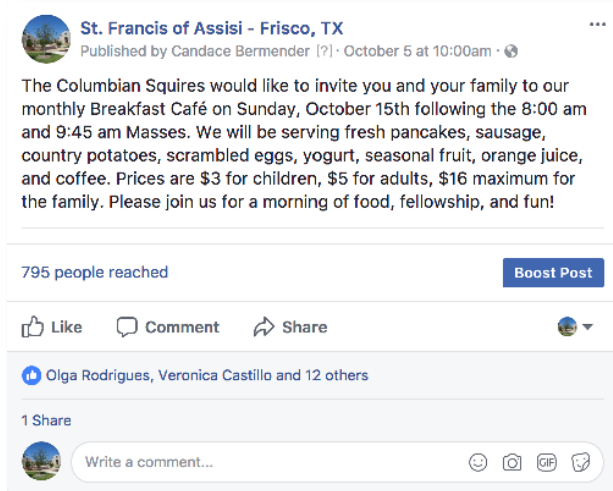
Please note that your submitted bulletin announcements may be edited for social media best practices. Below are a few tips for submitting social media requests:

Linking to video - Has more of a natural follower reach (reaches more users)

Adding photos - Our parishioners respond to photos of events and not just logos. We highly recommend photos to highlight rather than a created advertisement, at times it may become pixelated due to sizing.

Scheduled Date - Many ministries often want to post far in advance, and dependent on event can help create excitement. Often times scheduling closer to an event date is recommended especially if your event follows a Mass. Social media post dates will be scheduled within the bulletin requests timeframe.

Social Media Example



Ministry Post **Without** Best Practices

Reach : 795 people reached
Likes: 14
Shares: 1
Photos attached: None
Scheduled: 10 days in advance



Ministry Post **With** Best Practices

Reach : 1,496 people reached
Likes: 22
Shares: 1
Photos attached: 3
Scheduled: 3 day in advance

We Are Here to Help! If your ministry does not have any photos created and would like to use one of these best practices, please contact the [Communications Coordinator](#) so the social media editor can better assist you to make the best possible post for your ministry to relay its message.

E - News

Our Newsletter currently has over 6,000 email subscribers with a 26% average open rate. It is a great tool to be utilized if your announcement is not able to be placed in our bulletin. There is currently no set day that our newsletter is disbursed. Parish Announcements always take precedence. The E-News ministry publish date is within the requested bulletin requested timeframe.

To utilize the newsletter to its most effectiveness, we do not like to add more than 6 ministry announcements per newsletter. (Most readers will not read after the 6th announcement.)

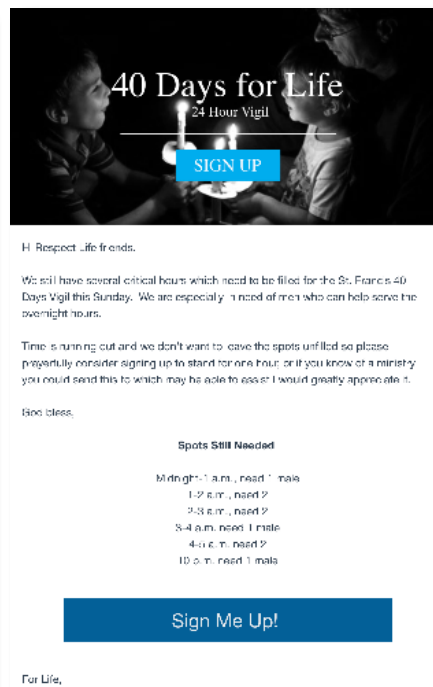
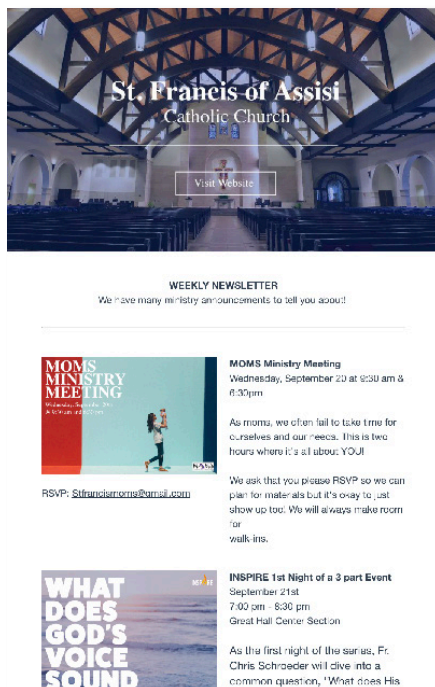
Because of this, if your ministry is hosting a large event or a large campaign, the E-News editors prefer to create highlighted newsletters that are able to captivate more interest.

Please note: *Highlighted Campaign Newsletters are not for all ministry requests and are at the discretion of the e-news editor.* Below are a few items which may qualify a Ministry highlighted newsletter:

- 1. Fundraiser** - Many ministries have a certain amount that they aim to fundraise, if your fundraiser is a month or longer and it still has not received a target amount, then a ministry highlighted newsletter can be created to help.
- 2. Sign Ups** - If the ministry is in desperate need of volunteers, with an event date within a week away.
- 3. Parish Wide Event** - An event that is affects the whole parish. (Examples: *Parish Mission, AMDCD*)

E- News Example

To the right:
An example of a
General Ministry
Newsletter



To the left:
An example of a
Highlighted
Ministry
Campaign
Newsletter.

Frequent Questions

Why wasn't my photo used?

Dependent on the quality or size of your photo during our editing process, it is at the discretion of our editors to use another photo. If a photo is replaced, the editor often uses similar photos or photos located on that ministry webpage.

Why wasn't my bulletin announcement placed on my requested date?

St. Francis has over 90+ ministries, at times the requests can be at high volume. It is at the discretion of the editor to place announcements dependent of when it was received or the event date. If the editor is not able to place the requested announcement in the bulletin, then other communication means can be used such as social media or E-News. Contact the [Communications Coordinator](#) if this situation arises. A solution could be created to effectively get your message to the parish.

Why wasn't all of my content used?

Due to spacing often times the editor must cut many announcements, if you have a recurring parish announcement, editing may be needed to create diversity and a refreshed message.

How often will my announcement be posted on social media?

Typically if you request your announcement to be posted on social media, it will only be posted once. If it is a recurring event, your announcement can be posted monthly. If this is your case, it might be beneficial to have an event page created with all dates of your event.

I would like to have a highlighted campaign newsletter but what if I don't meet one of the 3 requirements?

Please contact the [Communications Coordinator](#), if there are no other scheduled newsletters than it may be beneficial to have your ministry highlighted to the parish. Please note during high Liturgical Seasonal times, this may be difficult to do because of the high volume of announcements sent out by the Parish.

Conclusion

Thank you for taking the time to review our guide! We want to make sure that we support all ministries in their efforts. If there is something that was not covered and still have questions please contact the Communications Coordinator to receive a more in depth answer specific to your situation.

Thank you & God Bless!

We must use the means at our disposal wisely. - Pope Francis

Communications Coordinator

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