



Guidelines for Communication at All Saints'

Branding

- All Saints' Core Values, Mission & Vision Statement, and Words of Purpose
 - ALL SAINTS' CORE VALUES
 - Being an active, inclusive community of faith;
 - Worshiping God in the Episcopal tradition;
 - Nurturing individuals to grow in Christ;
 - Seeking and serving Jesus in unexpected places.
 - Our Vision
 - To be a church that Loves Like God Loves.
 - Our Mission
 - To be a church of Disciples Making Disciples for Jesus.
 - Words of Purpose
 - Invite, Serve, Nurture, Grow
- We want ALL media to have a uniform appearance with Font, style, and most importantly logo.
- We would like all header font to be "Goudy Trajan."
 - Link to download font:
<https://www.fontsquirrel.com/fonts/goudy-trajan-regular>
 - Click download OTF to get the font onto your computer
 - Since this font is "all caps," it is recommended that body text appear in "Forum." It appears very similar to "Goudy Trajan" but allows multiple cases.
- We would like all media to have the logo in one of the following forms.
 - 4 Color is used for all online media. If printing in multiple colors please use 4 color
 - 2 Color logo is used for headers, envelopes, or anything that limits the amount of colors of ink.
 - We have also have grayscale and one color logo available. They can be accessed upon request from announcements@allsaintsconcord.org

- In the shared folder we have a .jpeg file for general use, but also a .png file with the background removed to be used if you are using a color background.
- We also have .ai and .pdf versions. They can be accessed upon request from announcements@allsaintsconcord.org
- The link below provides access to a folder with the 4 color logo and 2 color log.
- <https://drive.google.com/folderview?id=0B-EIGMmiGMBaRFhPbkdBSjloQzA&usp=sharing>

Announcements

- All types of announcements should be submitted to announcements@allsaintsconcord.org
- Please refer to the Target Audience list below when submitting an announcement, so we can best serve you.
- If you are planning a major event please request a Communication Planning Guide from announcements@allsaintsconcord.org. If a form hasn't been received, the Communication Team may contact you to fill one out in order that your event is better served.
- **Deadline**
 - We'd like to remind you that Monday at Noon marks the weekly deadline for submissions for the printed copy of the Announcement bulletin.
Any submission received after that time will appear the following week.
Please send announcements to announcements@allsaintsconcord.org
- **Death Notification Procedure**
 - When you are informed of someone's passing please inform admin@allsaintsconcord.org and Announcements@allsaintsconcord.org.
 - The common procedure is to send an immediate parish email. A notice is then placed in The Grapevine portion of the weekly Parish Announcements publication either that week or the next depending on day of the week.
 - When notified of arrangements for funeral and visitations, please also send another email to admin@allsaintsconcord.org and Announcements@allsaintsconcord.org.

- If needed, a second email or grape vine will be sent out to the congregation for funeral arrangements and the visitation.
- The Grape Vine (weekly in Announcement Bulletin publication)
 - If you have a celebration, farewell, congratulations, Thank You's, condolences, births, deaths, weddings, anniversaries, baptisms, etc.
 - Contact church office at 704-782-2024 or email Announcements@allsaintsconcord.org
- Prayer Requests
 - Prayer is the foundation of the ministry of this parish. Prayer requests & praise reports can be added or removed by going to the All Saints' website and clicking on Prayer Requests, or by calling the church office at 704-782-2024. You may choose to have your request sent to the Prayer Chain (a small group of faithful intercessors who pray daily for the requests) and/or to be included in the announcement bulletin. Please note that names will remain on the list for three weeks; unless otherwise requested.

Target Audience for Each Medium

- Weekly (Sunday) Announcement Bulletin- All Parish and non digital
- Weekly Word- all digital and absentees
- Social Media
 - Facebook- 30+
 - Twitter 14-29
 - Instagram 18-40
- Welcome Center Slideshow- Newcomers/ Gen Public/ outside
- Website- (Communications Team) Universe and Newcomers
- Sign/Banner- Parish and potential visitors
- Newspaper Ads- Senior Citizens
 - Sunset/Coffee/Parent/Cabarrus Mag
- Epizzle- Visitors/Guests
- Holiday Invite- General Public
- Online Ads- Universe

- Bulletin Board- General Public- Newcomers, Visitors, and Parish
- Toilet Signs- General Public
- VPOM- Captive Audience/Aural Learners/Don't use technology
- Constant Contact- Parishioners
- Saints Among Us- Parishioners

Communications Planning Worksheet

- A helpful tool for planning the timing of communications leading up to an event can be found at http://www.episcopalchurchsc.org/uploads/1/2/9/8/12989303/communication_planning_worksheet.pdf.
- Filling out this form and giving the church a copy will prove to be very helpful in making sure that your target audience is reached.

Pictures

- Please consider assigning someone from your ministry or team to be the "official" photographer. This insures that the parish has a photographic record of the event, as well as a source for posting on social media and the website.
- We have an archive of pictures dating back to 2012. They can be accessed upon request from announcements@allsaintsconcord.org
- Please send all pictures to announcements@allsaintsconcord.org to be archived.