

# Community Church External Communication Checklist

The following will help ensure that your event receives the proper attention, promotion & execution from the staff team of Community Church. Please read thoroughly to ensure every area is properly accounted for.

## Logistics Checklist

Fill out a promotion request form <http://communitymi.org/promotion> a month prior to the **start of promotion** event or a month prior to your 'in hands' date, at minimum.

### This is how you'll be able to:

- Request printed material, eNews, social media, website, app promotion
- Request video creation/playback for promotional use
- Request a table in lobby spaces for use on a Sunday morning
- Request Sunday morning announcements/slides

### If filling out a promotion request, please:

- Leave an email address where you can be reached
- Include all RSVP/ticket/sign up links and necessary dates

### Provide a detailed description of event and/or call to action using the following:

- Who's your intended audience?
- What information do you want them to receive?
- What action do you want them to take?
- In what method do you want them to respond? Is there a timeframe?
- Where do they go for more information or to attend/participate?
- What's the 'so what'? Cast vision for your piece.

**If necessary, request a room via the form at <https://communitymi.org/facility> at least a month prior to the event, at minimum.**

- Request tables, chairs, and setup instructions
- Request a time for doors to be unlocked and who needs access
- Request tablecloths 3 weeks in advance
- Request tech support/help w/ as much detail as possible with request.

**Does your event require any staff special accommodations?** If so, please notify them according to the proper campus/department. Such accommodations might include:

- **The use of specialty tech** (*i.e. auditorium, special lighting, etc.*)
- **The desire to place flyers, yard signs or other physical signage** (*these items will be taken down unless approved beforehand*)
- **The use of the Community Church logo or brand within your content**

**Please note:** The Community Church Communications Team is responsible for deciding when, where and how often events are promoted, internally and externally. All promotion requests are subject to approval and editing. Priority will be given to:

1. Ministries/events that impact 60 percent of our congregation
2. Direct next steps from a sermon that would add value to those sitting in the seats
3. Key on-ramps to a ministry within our macro-strategy
4. A compelling story related to a primary piece of the vision frame

Questions? Reach out to Creative Director Mitchell Moyer - [mitch.moyer@communitymy.org](mailto:mitch.moyer@communitymy.org)