



COMMUNICATION GUIDELINES

Updated: June 29, 2021

COMMUNICATIONS AT MQP

As the fourth item on our Mary, Queen of Peace Five Year Goals states, we, the people of Mary, Queen of Peace hope to: “Develop and Implement and Effective Marketing and Communication Strategy.” This year our Communications Staff Team and Communications Advisory Team, made up of parishioners, have worked to evaluate the methods in which information is communicated to parishioners, with the hope of improving these methods.

A survey was distributed at Christmas and Easter a few years back, that included questions about how parishioners at Mary, Queen of Peace hear about parish events and ministries. It quickly became clear that the bulletin was the most used channel of communication. In response to this discovery, our two communication teams took it upon themselves to begin brainstorming ways to, just as it says in our Five Year Goals, develop and implement and effective marketing and communication strategy for the bulletin. It was through this, and the help of our new bulletin company, LPi, that the new bulletin came to be, and along with it, an effort to improve all of our communication channels.

COMMUNICATION SUBMISSION DEADLINE & GUIDELINES

DEADLINE FOR ALL ADVERTISING SUBMISSIONS:

SUNDAYS AT MIDNIGHT TO APPEAR THURSDAY-SUNDAY OF THAT WEEK

The bulletin is submitted for print on Mondays and many of our other communication channels are put together on Mondays as well. We will try to accommodate late requests when we are able. Thank you for your help in getting items in on time.

FOR REOCCURRING MONTHLY OR ANNUAL EVENTS:

The Ministry Leader is responsible for remembering to advertise any event or ministry, including reoccurring monthly or annual events. The Ministry Leader is responsible for submitting communication requests using the Communication Request Form, found at: mqp.org/communications

WE CANNOT ENSURE YOUR REQUEST WILL BE GRANTED:

Due to the number of events, activities and ministries occurring at Mary, Queen of Peace each and every week, the Communications Team *cannot* ensure your event will be listed during the weekends you have requested. In order to be fair to all ministries, we have implemented a monthly system of listing ministry events thematically each week. Please see “New Bulletin Formats” on page 5 to learn more.

HOW TO SUBMIT A COMMUNICATIONS REQUEST

1. Go to mqp.org/communications
2. Click on “Submit item for MQP Communications”
3. Fill out the online form (one form per event/advertisement)
4. If desiring an item to appear on the vestibule screens or YouTube channel, or in the Messenger, please create a design in Canva (Canva.com). *See Canva instructions at mqp.org/communications for more details.*

CHANNELS OF COMMUNICATION

CHANNEL	WHEN OUT	HOW LONG ON CHANNEL	CANVA SIZE
MQP Messenger	Thursdays	2 times maximum (unless directed by Pastor)	Instagram Post
Bulletin	Sat. Vigil & Sun. Mass & online	2 times maximum (unless directed by Pastor)	Instagram Post
Vestibule Screens	Sat. Vigil & Sun. Mass	2 weekends maximum (unless directed by Pastor)	Facebook App Ad
YouTube Slides	Before every Mass	2 weeks maximum (unless directed by Pastor)	Facebook App Ad
Monument Banner	Varies	Varies	Contact Communications Direcotr
Social Media	Varies	Varies	Instagram Post
Pulpit Announcement	Sat. Vigil & Sun. Mass	2 times maximum (unless directed by Pastor)	Not Applicable
Website	Varies	2 weeks maximum (unless directed by Pastor)	Instagram Post
Vestibule Posters	Varies	3 weeks maximum (unless directed by Pastor)	+Custom Size 11 x 16 inches

****Note:** If a channel only allows 2 or 3 weeks for an item to be advertised, please note that these do not have to be consecutive weeks.

HOW TO USE CANVA

WHAT IS CANVA?

We have been asking ministry leaders to design ads for the bulletin, screens and MQP Messenger using the website Canva.com, a free, easy to use, graphic design website. Thank you for stepping out of your comfort zone and learning this program! We hope that as ministries learn Canva it will help to unify our advertisements at MQP. We also hope this will help your ministries be sustainable as ministry leaders move on. The advantage with Canva is they can pass on the Canva login to the next ministry leader, containing all of your ministry's advertisements, and that ministry leader can teach the new volunteer how to use this easy design program.

HOW DO I USE CANVA?

1. Simply go to Canva.com to set up your free account.
2. Watch this "How to" video, or feel free to find another you like on YouTube. [youtube.com/watch?v=kunvwCIAMkU](https://www.youtube.com/watch?v=kunvwCIAMkU)
3. Be mindful of the size you are creating for the channel. See table on page 5, and learn more Canva tips at: mqp.org/communications.

*****Please note: If you want one design advertised across multiple channels, you can submit your item in one size, and the Communications Team can resize it for the other channels you have requested using the form.***

If you have any question about using Canva, we would be happy to help. Simply email: communications@mqp.org

THE BULLETIN

WE HAVE TWO DIFFERENT BULLETINS:

We have two different types of bulletins that are distributed each month at Mary, Queen of Peace. One is an eight-page bulletin, that is printed three times per month, and the other is a larger, twelve-page bulletin, that comes out one time per month.

INSIDE MQP (Magazine Bulletin)

1. Larger, 12-page bulletin.
2. *Inside MQP*, comes out on the first weekend of each month
3. Replaced our Mary, Queen of Peace *Cornerstone* newsletter that in the past came out quarterly both in print and digital form.
4. Ministry leaders submit articles from participants in their ministries, telling the story of why they have become involved or how participating in that ministry has helped them grow in faith. We are a story-driven culture. Pictures and stories of real-life people and their experience of an event or ministry speak much louder than an advertisement listing the schedule or outline.
5. **We will invite ministries to sign up to be one of our Ministry Spotlights for *Inside MQP*.**
6. If you have a particular month you would like your ministry highlighted, please let us know and we will try to accommodate you. You can email us at: communications@mqp.org

SMALLER BULLETIN: THREE TIMES/MONTH

1. DESCRIPTION

On the second, third, fourth and sometimes fifth weekend of the month, Mary, Queen of Peace produces a smaller, eight-page bulletin. The hope for this bulletin is to be more informational, and organized in a manner that tells people what is going on, but

highlights whole community events that appeal to people of all ages and all faith levels.

a. CONTENT

The Communication Team strives to organize this smaller bulletin in such a way that each week, more or less, has a theme to it [Not present during COVID]. The second week of each month will aim to highlight formation and social events, the third, to highlight prayer and liturgical events, and the fourth to highlight social justice, service and stewardship opportunities. Months where a fifth weekend occurs will aim to highlight greater-community events and ministries. Events and ministries within each of these categories may be placed in weeks outside of their assigned category, but will be prioritized based on the pastor's preference. If you desire your ministry to be included during your thematic week, please be sure to have your submission in by the Sunday prior to that weekend. Please note that your events will still be listed on a Calendar of the Week included in the bulletin, and have the option of being highlighted below the Calendar of the Week.

MINISTRY OF THE MONTH: The Ministry of the Month is highlighted every week in our shorter bulletin, and has a special highlighted article in our larger, once a month, *Inside MQP* bulletin. You will be contacted by the Ministry of the Month lead prior to the month your ministry is scheduled.