



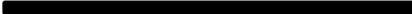
BULLETIN & ADVERTISING GUIDELINES

To be effective: May 24th, 2019

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REASON FOR THE CHANGE

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 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 this new bulletin came to be.

NEW BULLETIN FORMATS

a. ONCE MONTHLY LARGER BULLETIN

Beginning the first weekend of June, 2019, Mary, Queen of Peace will go to a smaller, eight page bulletin, three times per month, and a larger, twelve page bulletin, one time per month. The larger bulletin will come out on the first weekend of each month and will replace our Mary, Queen of Peace Cornerstone that in the past came out quarterly both in print and digital form. The Communications Staff Team will request that 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. One of the things that communication experts are finding in their research is that people respond best to stories. 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. For this reason, we are hoping to share the stories of our parishioners, each month, in a larger bulletin that is more magazine-like. We will order more of this monthly bulletin so it can be available all month to parishioners that missed receiving it. We will request that your ministry is highlighted in the bulletin based on the month that makes most sense for your ministry. If you have a particular month you would like your ministry highlighted, please let us know and we will try to accommodate you.

b. SMALLER BULLETIN: THREE TIMES/MONTH

Beginning the second weekend of June, 2019, and to follow, the 3rd, 4th and sometimes, 5th weekend of each month, Mary, Queen of Peace will go to 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. The Communication Team will be striving to organize this smaller bulletin in such a way that each week,

more or less, has a theme to it. 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.

- c. **MINISTRY OF THE MONTH:** Ministry of the Month will still continue as it has been, with that month's ministry highlighted every week in our shorter bulletin, as well as having a special highlighted article in our larger, once a month, bulletin. The guidelines for submitting during your ministry's month will not change. You will be contacted by the Ministry of the Month lead, Laurie Cameron, prior to the month your ministry is scheduled.
- d. **PASTOR'S COLUMN:** We will be reducing the number of times the pastor's column occurs each month in the bulletin, based on the need for the pastor to transmit information to the community each week.

NEW BULLETIN GUIDELINES

- a. NEW DEADLINE FOR ALL ADVERTISING SUBMISSIONS:
SUNDAYS AT MIDNIGHT TO APPEAR THE FOLLOWING WEEKEND

This change is being made to help our bulletin editors receive articles in a timely fashion. Most of the bulletin is put together on Mondays. This change will help ensure that it is done by the end of day Monday so it can be submitted.

- b. INSTRUCTIONS FOR BULLETIN SUBMISSIONS

When emailing a submission for the bulletin, please be sure to:

- o Email to: communications@mqp.org
- o Submit by Sunday at midnight
- o State the name of your ministry
- o State the places in which you would like your event advertised (e.g.: vestibule screens, bulletin, announcements, website, Stewardship Newsflash email, social media)
- o State the weekends and for how many weeks you would like your advertisement to run
- o Submit a blurb about your event to be used in the bulletin, the announcements and on the event page of the website

- c. IMPORTANT GUIDELINE NOTES

CANVA: We have been asking ministry leaders to design ads for the bulletin, screens and Stewardship Newsflash using the website Canva.com, a free, easy to use, graphic design website. We will no longer be requesting items be made in Canva for the bulletin, *but* we would still like them for the screens, Newsflash and website, so please continue to send items from Canva when desiring to advertise on those channels of communication. There is more information about how to use Canva later in this packet. 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.

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 emails leading up to their event, using the instructions listed on page 7.

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.

OTHER CHANNELS OF COMMUNICATION YOUR MINISTRY CAN UTILIZE

In addition to advertising in the bulletin, we would like to encourage you to advertise on one of our many other channels of communication. The survey that was available for parishioners during the Christmas and Easter seasons revealed that most people are alerted to events in the bulletin or announcements, but the place they go to find more information is on the website. We'd like to encourage you to utilize these other sources of communication, to reach all of our parishioners.

A list and description of each of our MQP Communication Channels and how they communicate to the parish are as follows. Guidelines for how to submit to these channels can be found later in this packet.

a. VESTIBULE SCREENS

- Advertisements for this channel can be requested using the instructions listed later in this packet. Your requested slide will go onto the slideshow on the television screens in the vestibule. This slideshow plays every Saturday and Sunday before and after all of the masses. Your requested slide will go onto the screens for as many weekends leading up to your event as we have room for, as we have to limit the number of slides we show each week to ensure they are seen. The hope with the screens is to provide a teaser about your event, listing where folks can obtain more information. There is a limited amount of words that can be used on these slides as the font needs to be large, and the slide is only shown for a few seconds. These slides are typically uploaded on Thursday afternoons for the weekend, but are due on Sundays.

b. STEWARDSHIP NEWSFLASH EMAIL

- Advertisements for this channel can be requested using the instructions listed later in this packet. Your Sunday request for the Newsflash will go into the email that is sent on Thursday afternoons at 1:00 p.m. After you have submitted your

advertisement, we will try to include it in the Newsflash for the weeks leading up to your event, as space permits. The advantage of using the Newsflash email is that it goes out to all registered families in the parish, and you can link your advertisement in the Newsflash to the MQP Webpage for parishioners to find out more information about your event.

c. SOCIAL MEDIA

- o Advertisements for this channel can be requested using the instructions listed later in this packet. Once requested, the Communications Team will try to put your advertisement up either on Facebook or Instagram (whichever you have requested) within that week.
 - o FACEBOOK: Facebook is a social media website where those with a Facebook account can go and receive information. Mary, Queen of Peace has a Facebook page; therefore, anyone who has “liked” that page on Facebook is automatically “invited” on Facebook to any events we create. If we create a “post” about your event, that post may also show up on a person’s Facebook feed, alerting them to your event. This is a great tool as so many people are using this social media platform. You can find us on Facebook at: www.facebook.com/MaryQueenPeace/
 - o INSTAGRAM: Instagram is a social media website where those with an Instagram account can go and receive information. Mary, Queen of Peace has an Instagram account and anyone “following” our Instagram page will see our “posts” show up on their Instagram feed, alerting them to your event or ministry. This too is a great tool as so many people are using this social media platform. You can find us on Instagram: @mqpsammamish

d. WEBSITE:

- o Events Page: This page can be found by going to the homepage of the website and clicking on the blue button, “Upcoming Events”. Your ministry can advertise upcoming events or

fundraisers on this page, including details about the day, time, a link to register and pay, contact information, and so on. This information will be put onto the website by someone on the Communications Staff Team, once requested, and will be taken down after the event has occurred.

- Events Calendar: This page can be found by scrolling down on the homepage of the website, to the calendar. Upcoming events can be listed on this calendar, and can include a few sentences describing the event. This information will be put onto the website by someone on the Communications Staff Team, once requested.
- Ministry Web Pages: Specific ministries such as Faith Formation, Stewardship, and Liturgy have pages on the website where information about their ministry can be listed. These pages can be updated by a Communications Staff Team member, or can be updated by the specific staff in charge of that ministry.

e. ANNOUNCEMENTS

- These are usually read at the very end of Mass. To request an item for the announcements, please send an email to communications@mcp.org with a blurb about your event. We will try to include your announcement, but cannot ensure that it is included as there are many events and the Pastor decides what is included and what will have to wait until the following week. We will try to include your announcement for as many weeks as you have specified in your email.

VESTIBULE SCREEN GUIDELINES

- a. NEW DEADLINE FOR ALL ADVERTISING SUBMISSIONS:
SUNDAYS AT MIDNIGHT TO APPEAR THE FOLLOWING WEEKEND

This change is being made to help our Communications Team receive submissions in a timely fashion. Most of the bulletin is put together on Mondays, with other channels of communications put together starting on Mondays as well.

- b. INSTRUCTIONS FOR VESTIBULE SCREEN SUBMISSIONS

When emailing a submission for the vestibule screens, please be sure to:

- o Email to: communications@mqp.org
- o Submit by Sunday at midnight
- o State the name of your ministry
- o State the places in which you would like your event advertised (e.g.: vestibule screens, bulletin, announcements, website, Stewardship Newsflash email, social media)
- o State the weekends and for how many weeks you would like your advertisement to run
- o Submit a blurb about your event to be used in the bulletin, the announcements and on the event page of the website
- o State that an advertisement made in Canva will be sent to follow, using the instructions below
- o Create your advertisement by going to: canva.com
 - o Create a free log in
 - o Select the green, "Create a design" button in the left corner
 - o Select under "Social Media Posts": Facebook App
 - o Find a free template whose theme fits your event
 - o Use no smaller than font size 18 for your text and sub title (if desired)
 - o Use no more than 30 words, not including your title

- Feel free to upload images for advertising purposes. Images should either be MQP owned, or from a free photo website such as: unsplash.com or freelyphotos.com or a free image from Canva. (MQP cannot use any copy written materials).
- When done, click the “Share” button on the top right. Keep as “can edit” and enter: communications@mqp.org as the email address.
- Contact Chelsea if you would like to be trained in Canva by emailing: communications@mqp.org

**Please note: if desiring for an advertisement made in Canva to be used on the website, social media, and/or the Newsflash, you only need to submit your advertisement in one size, and our Communications Team can resize it for you to fit other channels.

STEWARDSHIP NEWSFLASH EMAIL

- a. NEW DEADLINE FOR ALL ADVERTISING SUBMISSIONS:
SUNDAYS AT MIDNIGHT TO APPEAR THE FOLLOWING WEEKEND

This change is being made to help our Communications Team receive submissions in a timely fashion. Most of the bulletin is put together on Mondays, with other channels of communications put together starting on Mondays as well.

- b. INSTRUCTIONS FOR NEWSFLASH SUBMISSIONS

When emailing a submission for the Newsflash email, please be sure to:

- Email to: communications@mqp.org
- Submit by Sunday at midnight
- State the name of your ministry
- State the places in which you would like your event advertised (e.g.: vestibule screens, bulletin, announcements, website, Stewardship Newsflash email, social media)
- State the weekends and for how many weeks you would like your advertisement to run
- Submit a blurb about your event to be used in the bulletin, the announcements and on the event page of the website
- State that an advertisement made in Canva will be sent to follow, using the instructions below
- Create your advertisement by going to: canva.com
 - Create a free log in
 - Select the green, "Create a design" button in the left corner
 - Select under "Social Media Posts": Facebook App
 - Find a free template whose theme fits your event
 - Use no smaller than font size 18 for your text and sub title (if desired)
 - Use no more than 30 words, not including your title

- Feel free to upload images for advertising purposes. Images should either be MQP owned, or from a free photo website such as: unsplash.com or freelyphotos.com or a free image from Canva. (MQP cannot use any copy written materials).
- When done, click the “Share” button on the top right. Keep as “can edit” and enter: communications@mqp.org as the email address.
- Contact Chelsea if you would like to be trained in Canva by emailing: communications@mqp.org

**Please note: if desiring for an advertisement made in Canva to be used on the website, social media, and/or the Newsflash, you only need to submit your advertisement in one size, and our Communications Team can resize it for you to fit other channels.

SOCIAL MEDIA EVENTS & POSTS

- a. NEW DEADLINE FOR ALL ADVERTISING SUBMISSIONS:
SUNDAYS AT MIDNIGHT TO APPEAR THE FOLLOWING WEEKEND

This change is being made to help our Communications Team receive submissions in a timely fashion. Most of the bulletin is put together on Mondays, with other channels of communications put together starting on Mondays as well.

- b. INSTRUCTIONS FOR SOCIAL MEDIA SUBMISSIONS

When emailing a submission for an event or post on one of Mary, Queen of Peace's social media platforms, please be sure to:

- Email to: communications@mqp.org
- Submit by Sunday at midnight
- State the name of your ministry
- State the places in which you would like your event advertised (e.g.: vestibule screens, bulletin, announcements, website, Stewardship Newsflash email, social media)
- State the week and for how many weeks you would like your advertisement to run
- Submit a blurb about your event to be used in the bulletin, the announcements and on the event page of the website
- State that an advertisement made in Canva will be sent to follow, using the instructions below
- Create your advertisement by going to: canva.com
 - Create a free log in
 - Select the green, "Create a design" button in the left corner
 - Select under "Social Media Posts": Instagram Post *or* Facebook Event (based on which platform you would like to advertise on)
 - Find a free template whose theme fits your event

- Use no smaller than font size 18 for your text and sub title (if desired)
- Use no more than 30 words, not including your title
- Feel free to upload images for advertising purposes. Images should either be MQP owned, or from a free photo website such as: unsplash.com or freelyphotos.com or a free image from Canva. (MQP cannot use any copy written materials).
- When done, click the “Share” button on the top right. Keep as “can edit” and enter: communications@mqp.org as the email address.
- Contact Chelsea if you would like to be trained in Canva by emailing: communications@mqp.org

**Please note: if desiring for an advertisement made in Canva to be used on the website, social media, and/or the Newsflash, you only need to submit your advertisement in one size, and our Communications Team can resize it for you to fit other channels.

MQP WEBSITE: EVENT PAGE AND/OR CALENDAR

- a. NEW DEADLINE FOR ALL ADVERTISING SUBMISSIONS:
SUNDAYS AT MIDNIGHT TO APPEAR THE FOLLOWING WEEKEND

This change is being made to help our Communications Team receive submissions in a timely fashion. Most of the bulletin is put together on Mondays, with other channels of communications put together starting on Mondays as well.

- b. INSTRUCTIONS FOR WEBSITE SUBMISSIONS

When emailing a submission for our website, please be sure to:

- Email to: communications@mqp.org
- Submit by Sunday at midnight
- State the name of your ministry
- State the places in which you would like your event advertised (e.g.: vestibule screens, bulletin, announcements, website, Stewardship Newsflash email, social media)
- State the week and for how many weeks you would like your advertisement to run
- Submit a blurb about your event to be used in the bulletin, the announcements and on the event page of the website
- State that an advertisement made in Canva will be sent to follow, using the instructions below
- Create your advertisement by going to: canva.com
 - Create a free log in
 - Select the green, "Create a design" button in the left corner
 - Select under "Social Media Posts": Instagram Post (this size will be used as a click-able button on our events page).
 - Find a free template whose theme fits your event
 - Put the title of your event, the date, and the time.
 - Feel free to upload images into Canva for advertising purposes. Images should either be MQP owned, or from a

free photo website such as: unsplash.com or freelyphotos.com or a free image from Canva. (MQP cannot use any copy written materials).

- When done, click the “Share” button on the top right. Keep as “can edit” and enter: communications@mqp.org as the email address.
- Contact Chelsea if you would like to be trained in Canva by emailing: communications@mqp.org

**Please note: if desiring for an advertisement made in Canva to be used on the website, social media, and/or the Newsflash, you only need to submit your advertisement in one size, and our Communications Team can resize it for you to fit other channels.