



Parish or School Event Promotion Policy and Procedure

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1. Purpose

This document establishes a streamlined process for parish and school committees to promote and advertise upcoming events. It ensures all communications maintain visual consistency, align with parish and school standards, and reach the cluster parishes and school through organized channels.

2. Scope

This policy applies to all parish and school committees, ministries, volunteer groups, and individuals organizing or sponsoring events on behalf of the parish or school.

3. Policy Statements

- **Content Submission:** Committees must submit all promotional content and scheduling requests directly to the parish or school office.
- **Social Media Sharing vs Posting:** Parish and school employees and volunteers are prohibited from creating original, independent posts on their personal social media accounts regarding parish or school news, announcements, or official business. To ensure consistent and accurate messaging, employees and volunteers should instead share and tag the cluster parish or school's official social media posts when promoting company initiatives.
- **Branding:** The official cluster parish or school logo **must** appear on all artwork, posters, flyers, digital graphics, and advertisements.
- **Proof Approval:** The parish or school office will create and return a design proof to the committee lead. No promotional materials may be distributed without final proof approval.
- **Ultimate Responsibility:** While the parish or school office provides publicity support, the committee person in charge holds final responsibility for organizing event information, tracking deadlines, and managing dates.

4. Step-by-Step Procedure

Step 1: Organize Event Information

The committee chairperson or designated lead must compile all event details before reaching out to the parish or school office. Ensure you have determined:

- Official event name, date, time, and location.
- Target audience and key message.
- A clear timeline detailing when you want announcements to run.

Step 2: Submit the Publicity Request

Submit your compiled information to the parish or school office. Your submission **must** specify your requested timeline for the following channels:

- **Pulpit Announcements:** Dates/weekends the script should be read at Mass.
- **Bulletin Postings:** Specific print editions for inclusion. Must be received in the parish office by the bulletin deadline, which is Noon on Monday.
- **Social Media Posts:** Requested publication dates and platforms.
- **School Family Office Folders:** Must be finalized 1 week prior to date of distribution
- **Divine Dispatch:** Must be finalized 2 weeks prior to distribution

Step 3: Review and Approve the Proof

- The parish or school office will review your request, apply the official parish/school logo, and format the artwork/text.
- The parish or school office will return a layout proof to the committee lead.
- The committee lead must review the proof for factual accuracy and reply with explicit approval or requested edits.

Step 4: Launch Promotion

Upon mutual approval, the parish or school office will add the event to the requested communication channels, and the committee may begin distributing approved physical posters or flyers.