



FOREST HILLS BAPTIST CHURCH COMMUNICATION STRATEGY

UPDATED OCTOBER 2025

WHY?

- To standardize how events and ministries are promoted at Forest Hills.
- To set clear expectations on what the Communications Coordinator will provide.
- To ensure that every event is communicated strategically, not just promoted randomly.
- To help our congregation know what matters most and avoid information overload.

“WHEN YOU COMMUNICATE EVERYTHING, YOU COMMUNICATE NOTHING.”

COMMUNICATION CHANNELS

Google Calendar

All approved events are added for reference and coordination.

Announcement Slideshow on TVs

Displayed before services in the sanctuary and constantly in the Gathering Place.

Wednesday Weekly Email

Sent every Wednesday, including upcoming events and news.

Monthly Newsletter

Distributed digitally and in print. Includes all events for the month.

Website Homepage Popup

One featured event at a time with title, description, and link. (Reserved for church-wide and outreach Events.

Social Media (Facebook & Instagram)

Posts scheduled based on event tier. Outreach events will also be shared in local facebook groups.

Roadside Banner

Reserved for major annual outreach events. Available upon request.

Bulletin

1. Printed announcements listed chronologically, as space allows, in the “coming up” section.
2. Inserts are available upon request, as space allows. Church-wide and outreach events are given priority.

Flyers

Half page flyers available upon request.

Posters

To be hung on church bulletin boards. Exrtas available upon request.

Pulpit Announcements

Shared by the pastor giving the welcome. Email paul@foresthills.org if someone from your ministry would like to personally make the announcement.

EVENT TIERS

Tier 1: Outreach Events (e.g. Ice Cream Social, Grill N Chill, Trunk or Treat)

- Major, public-facing events designed to reach the community.
- Expected attendance: large, includes both members and guests.

Promotion Channels (approx. 6 weeks in advance):

- TVs, Wednesday Email, Monthly Newsletter, Website Popup
- Social Media (Facebook, Instagram, local facebook groups)
- Roadside Banner (upon request, if applicable)
- Posters
- Flyers (upon request)
- Bulletin (coming up section: as space allows, Insert: upon request)
- Pulpit Announcement

Tier 2: Church-Wide Events (e.g. Sunday Lunches, Lectures, Conferences, All-Church Gatherings)

- Intended for the entire church family, but not necessarily outreach-oriented.

Promotion Channels (approx. 4–6 weeks in advance):

- TVs, Wednesday Email, Monthly Newsletter, Website Popup
- Social Media (Facebook, Instagram)
- Flyers (upon request)
- Posters
- Bulletin (coming up section: as space allows, Insert: upon request)
- Pulpit Announcement (as applicable)

Tier 3: Ministry-Specific Events (e.g. Youth Retreat, Women's Bible Study, Men's Breakfast, Sunday School Gatherings)

- Events primarily for a smaller group within the church.

Promotion Channels (approx. 3–4 weeks in advance):

- TVs, Wednesday Email, Monthly Newsletter
- Bulletin (coming up section: as space allows, Insert: upon request, as space allows)
- Flyers/Posters (upon request)
- Social Media (upon request)
- Pulpit Announcement (as applicable)

There will inevitably be exceptions that we have to consider, but this will be the standard protocol we use to communicate our events. Thank you for your patience as we continue to narrow in on what works best for the overall success and growth of our church and its ministries.

**RELEASE DATES MAY ALSO VARY FOR EVENTS LIKE RETREATS OR TRIPS
WITH EARLY REGISTRATION DEADLINES. email madeline@foresthills.org**

**These timelines are in regards to releasing info from the church level.
This does not limit your personal ability to release information on your own.**

SUBMISSION PROCEDURE

Step 1 – at least 8 weeks prior to your event:

- Complete the Event & Facility Request Form located on the resources page of our website.
- Requests are reviewed the Monday after submission.
- If graphics, flyers, or special promotion are needed, requests must be included in the submission.
- Approved events will be added to the google calendar

PLEASE NOTE: If you have artwork that has been completely designed already it will need to be submitted via email to madeline@foresthills.org in pdf/jpg format for approval before it is published. You may also share a design via Canva.

• All artwork should be submitted at a resolution of 300 dpi. Anything copied from the web is only 72 dpi. You will need to request the original artwork from its original owner.

• If you need additional sizing requirements (Flyer size, TV Announcement slide size, etc) you can email madeline@foresthills.org

Step 2 – 6 Weeks Prior to your event:

- Promotion materials will be emailed to you and flyers will be available for pickup. (orders made for street banners may take longer)

Step 3 – Promotion

- Promotion begins based on the tier level of the event.

FAQ

I created my own artwork for my event. Why does it have to be submitted for approval?

We want to make sure that everything we release is branded correctly. In order for our branding to be effective and accomplish the purpose it's created for, all our materials must have the same look and feel across the board.

I've stumbled upon an event that is taking place organically within my ministry but I'm too late for the listed timing guidelines of this strategy. I still think it'd be beneficial for the community to have the option for involvement. What do I do?

Email madeline@foresthills.org - it will need to be approved (in order to receive communication from the church level).

So if I begin promoting my event on my own ahead of time, can I still request artwork from the church for my event?

Absolutely, yes. You can request artwork at any time and as early as you need it in order to promote your event effectively on your own until it's time to begin promoting from the church level. Just fill out the event request form at www.hillsidegmc.org/resources. and specify your request.

If I need to cancel or postpone my event, what do I do?

Email kammy@foresthills.org and madeline@foresthills.org

STILL HAVE QUESTIONS?

No worries. I am here to help. Email me anytime. My job is to make yours easier when it comes to promoting and communicating your ministry needs.

Madeline Jordan, Communications and Multimedia Coordinator
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