

# PUBLICITY REQUESTS

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The **STANDARD PUBLICITY PACKAGE** includes the following graphics and placements.

- Graphics: service slide, reminders image, event tile, social media tile
- Placement: service slide reel, RPC reminders email, online bulletin, social stories

## MINISTRY ANCHORS

A ministry offering that serves as an entry point and merits the highest level of publicity and ministry resources.

### Request Type Due:

- *At least* 6 WEEKS *before* your event day. This will allow for 3 weeks of promotion (at minimum).

### Available Publicity Components:

- Standard Publicity Package
- Platform announcement
- Promo video (when deemed necessary to fill attendance goals)
- Feature placement in The Pointe
- Print collateral (handout, brochure, postcard, banner, poster, sandwich board)
- Flyer (3up) placement in foyers at both campuses
- Feature webpage (for offerings that need its own webpage)
- Access to churchwide service slide reel (to play before events for cross-promotion)

### Defined Ministry Anchors (subject to change):

- AD | Faith at Work
- CM | Sunday AM Programming
- MM | FabuloUS
- MEN | Men's Night
- MS | First Sundays
- Next Gen | Volunteer Needs
- SG | Palooza
- Special Needs | Sunday AM Programming
- SM | Sunday AM Programming
- YA | Bridge Service
- WM | Wednesday AM & Tuesday PM Bible Studies

## NON-ANCHOR EVENTS

Secondary and tertiary events with historical/anticipated attendance of 50 or more receive the Standard Publicity Package and placement in all church publicity channels.

### Request Type Due:

- *At least* 6 WEEKS before your event day. This will allow for 3 weeks of promotion (at minimum).

### Available Publicity Components:

- Standard Publicity Package
- Postcard (4up)
- Specialty print items available upon request

### Ministry Examples:

- AD | Lifeline to Hope Workshops
- CM | 5<sup>th</sup> Grade Blessing
- MM | Date Nights
- MEN | Coffee Groups
- MS | RockyPointe, CCA
- Next Gen | VolunTOUR
- SG | Taste of Community
- Special Needs | Embrace Luncheon
- SM | 8<sup>th</sup> Grade & 12<sup>th</sup> Grade Blessings
- YA | Valentine's Dinner
- WM | FTV Quarterly Coffee

## NON-ANCHOR CLASSES

All secondary and tertiary classes are advertised in the Spring and Fall Class Catalogs. These catalogs are promoted on social and web as well as placed in foyers at both campuses. In addition, secondary classes with historical/anticipated attendance of 25 or more receive the Standard Publicity Package. Ministries are encouraged to promote to their target audience using approved ministry branding for classes that do not meet the attendance threshold.

### Request Type Due:

- *At least* 6 WEEKS before your event day. This will allow for 3 weeks of promotion (at minimum).

### Available Publicity Components:

- Standard Publicity Package *attendance > 25*
- Postcard (4up) *attendance > 25*

### Secondary Ministry Examples:

- AD | Salvation & Baptism Class
- CM | Basics for Kids
- MM | reengage
- MEN | Random Questions
- SG | Single Adult Class

### Tertiary Ministry Examples:

- SM | Man Up & Woman Up
- YA | Thursday Night Bible Study
- WM | In the Gap Study

## CAMPUS-WIDE AND/OR REACH EVENTS

Events that lend themselves to campus-wide publicity and do not have a small or nuanced target audience. These events have a track record of serving as an entry point for visitors. The size and importance of these events merit discussion regarding whether concurrent events can be scheduled due to the required resources needed to successfully promote and execute events at this scale. Campus-wide and Reach Events benefit from a special meeting with the Creative Team to discuss deliverable expectations.

### Request Type Due:

- If no changes to existing designs, submit at least 8 WEEKS before your event day.
- If new design required, submit at least 10 WEEKS before your event day.
- The above allows for 5 weeks of promotion (at minimum).

### Available Publicity Components:

- Standard Publicity Package
- Platform announcement
- Promo video (when deemed necessary to fill attendance goals)
- Feature placement in The Pointe
- Print collateral (handout, brochure, postcard, banner, poster, sandwich board)
- Feature webpage (for offerings that need its own webpage)
- Access to churchwide service slide reel (to play before events for cross-promotion)

### Ministry Examples:

- CM | CrossTraining, Daddy Daughter Dance
- MM | Spring Marriage Emphasis
- MS | Feed the Hunger

## CAMPS, CONFERENCES, MISSION TRIPS, OR RETREATS

These annual events often necessitate a special meeting, longer timelines, and can include more extensive deliverables than typical secondary events.

### Request Type Due:

- *If no changes to existing designs, submit at least 8 WEEKS before your event day.*
- *If new design required, submit at least 10 WEEKS before your event day.*
- The above allows for 5 weeks of promotion (at minimum).
- Content for the program (if requested) must be submitted with the publicity request.

### Available Publicity Components:

- Standard Publicity Package
- Program (for Conferences & Retreats only)
- T-shirts
- Platform announcement
- Promo video (when deemed necessary to fill attendance goals)
- Feature placement in The Pointe
- Print collateral (2up, 3up, banner, poster, sandwich board, lanyards ...)
- Feature webpage (for offerings that need its own webpage)
- Access to churchwide service slide reel (to play before events for cross-promotion)

### Conferences & Retreats Examples:

- MEN | Pure Adventure (off-campus)
- SM | Impact
- YA | Enlighten Conference
- WM | Fall Conference

### Mission Trips & Camps Examples:

- CM | Mini Camp
- MS | Kids Eat Free, Family Camp
- SM | Mission 6, Mission 78, Mission 910, Mission 1112

## AD-HOC

Ongoing deliverables that support RockPointe's Congregant Lifecycle.

### Examples:

- Baptism Certificates
- Dinner with the Pastor
- Membership Matters
- Memorial Programs
- Restroom Posters
- The Pointe

## REPRINT REQUESTS

Reprint requests are for creative files that have been previously designed and require no additional edits before going to print.

### **Request Type Due:**

- At least 5 DAYS before the day you need items in hand.

### **Examples:**

- Reprints of “Welcome to RockPointe” brochures
- Reprints of CONNECT cards

## NAME TAG REQUESTS

Request for a magnetic RPC name tag for yourself, a fellow staff member, or a ministry volunteer.

Name tags are ordered once per month, at the end of the month. It can take up to 3 weeks for name tags to be ready once the order has been placed.

## EASTER & CHRISTMAS

Keystone events requiring maximum level of support ministry resources. These seasons are the most involved and require the highest number of volunteers and ministry involvement impacting the largest number of congregants and potential visitors.

These keystone events each require a focus week where all Creative Team efforts are directed to the event alone and other publicity work pauses.