

Dickinson First United Methodist Church

Communications Policy

The purpose of the Dickinson First United Methodist Church(DFUMC) Communications Policy is to:

- Ensure consistent, high-quality, and appropriate communications to all members of the church, prospective members, and the neighboring community
- Ensure all communications are accurate and appropriate within the context of a United Methodist faith community
- Effectively utilize the limited budgeted resources for approved communications

Scope of the Policy:

- Worship Bulletin Announcements
- E-News
- Announcements/Presentations During Worship Services
- Monitors/Displays/Posters/Flyers
- Tables & Displays
- Outdoor Sign
- On-site and Off-site Printing
- Church Website
- Church Identification
- Logo Usage
- Graphics
- Citing Sources
- Promotions
- Providing Contact Information on Materials
- Privacy of Church Members And Staff Information
- Emergency Communications

Worship Bulletin Announcements

The main purpose of the weekly worship bulletin is to serve as a guide for Sunday worship. As such, announcements included should be brief and limited to near-term events and activities of the church which are open to either all members or large segments of the membership and community. All weekly worship guide announcement requests should be submitted at least 10 days prior to the worship service.

E-News

The E-News should reflect what is coming up on Sunday and in the month ahead. Church-wide events will take top priority with being repeated more frequently.

Announcements/Presentations During Worship Services

Announcements during worship shall be made by pastors appointed to DFUMC or a designated replacement. All requests for announcements or presentations outside of the worship outline should be directed to the clergy at least 10 days prior to the service date.

Monitors/Displays/Posters/Flyers

All promotional space shall be used only for church related or sponsored events that reflect the values of DFUMC. This policy includes all paper and electronic bulletin boards, monitors, floor displays, countertop displays, posters, flyers, handouts, stickers, bookmarks, or other signage on church

property. Requests which meet this requirement may be directed to the Church Office. Placement of flyers on windshields in the church parking lot is prohibited. All non-church related announcements may be placed on the community bulletin board, which will be edited at church's discretion.

Tables And Displays

All tables and displays are planned in advance and added to the church calendar. If you wish to have a display, please contact the church office at least two weeks in advance so that the necessary equipment and/or space can be made available to you.

All signage for tables and displays must be created or approved by the office first. Due to our desire to maintain a professional, comfortable, and clutter-free atmosphere within our church we ask that if you are creating your own signage for use in any ministry display that it first be approved by the office before going out for display. If it is not approved by the office, it will be subject to removal until more appropriate signage can be created.

Outdoor Sign

The outdoor sign facing FM 517 is considered an evangelism tool and therefore only programs meant to draw in non-church members will be posted. Internal programs meant for members and regular attenders will generally not be listed (with few exceptions that are to approved by the clergy).

On-site And Off-site Printing

Church staff, paper, copiers, and printers are precious resources reserved primarily for church communications including but not limited to weekly worship bulletins; funeral and memorial worship bulletins; church newsletters; campus maps; Sunday School class information; Bible study and small group information; visitor, new member, and informational brochures. Staff members and volunteers needing formatting and printing services should contact the Office and Facilities Manager to request services as far in advance as possible. If church resources for that time period are exhausted, staff members and volunteers may choose to use off-site printing. In either case, the Office will need to approve a final copy before any printed materials are distributed.

Church Website

The church has one authorized website, www.dickinsonfirst.org, to represent its ministries, events, activities, staff members, and membership. All requests for changes, corrections or additions to the church's website may be directed to and must be approved by the Office or Communications Committee.

Church Identification: Brand Marketing

Official church name to be used on all communications is - Dickinson First United Methodist Church. Along with the official name, one of the following must be included: website, phone number, address, map, or city/state.

The DFUMC abbreviation is to only be used for in-house correspondence. All promotional/informational materials published must include the approved DFUMC logo, and website www.dickinsonfirst.org.

Church Identification: Use of Dickinson First United Methodist Church's Logo

The logo of Dickinson First United Methodist was created and approved to help identify DFUMC as an active participant in the local community and a church that is committed to spreading the Gospel of Jesus Christ for the transformation of the world. Therefore, the logo must be used thoughtfully and consistently across communication touch points in order to accurately and consistently communicate the DFUMC brand in a way that lives up to our "Life Under The Cross" mission.

Do

- Use the logo as it was originally designed
- Keep it simple - avoid positioning the logo in visual clutter of any kind.

Don't

- Change or alter the logo in any way- the size, colors, original drawing
- Allow other graphics or typography to invade or distract from the logo
- Place the logo on clothing items or advertising specialties (mugs, pens, buttons/lapel pins, etc), without approval.
- Place the logo on printed material, such as letterhead, business cards, brochures, banners,
- flyers, posters, handbills or similar materials without approval

Church Identification: Use of The United Methodist Church's Logo

The logo of The United Methodist Church is a highly recognized symbol of the church's legacy and values. Where, when and how the logo appears is a powerful reflection of the church and influences how the world sees the church. The Cross and Flame is highly recognizable. When people notice the Cross and Flame logo, they connect it with The United Methodist Church. This is a positive linkage, as the people in the neighborhood can immediately recognize The United Methodist Church.

While The United Methodist Church has made its logo readily available for use among its congregations, it is important to follow the guidelines of usage to maintain a consistent, clear brand.

There are some restrictions, which include:

- Never change the font.
- Never alter the colors.
- Preserve appropriate white space in and around the image.
- Keep font size and spacing in perspective.
- A copy of the brand guidelines can be found at the end of this policy.

Graphics

Images used should not infringe on copyright issues. We have a number of resources available to use for graphics. (Contact the church office for resources.)

Once a church-wide graphic has been finalized and is in use, it should not be edited or changed without approval by the church office.

Citing Sources

To avoid plagiarism of information received from outside sources, include a reference of acknowledgement in the material.

Promotions

Only programs, events, and missions affiliated with Dickinson First United Methodist Church will be promoted through the church. These must be official church sponsored groups, activities, or missions.

Providing Contact Information on Materials

All promotional materials should contain at least one form of contact: website address, and more where applicable to include contact name and email, phone number, and church address.

Privacy of Church Member And Staff Information

Dickinson First United Methodist is committed to maintaining the privacy of its membership.

The church will take all reasonable measures to ensure the confidentiality of member information to include but not be limited to home addresses, family membership, email addresses, and contact information. Email distribution lists, contact lists, or mailing lists containing member information may be used only for communications related to the activities of the church, staff, committees, or sponsored groups. Under no circumstances may member lists be used to solicit or communicate events or activities which are not specifically church-related.

Emergency Communications

When a significant event or grave situation occurs at Dickinson First United Methodist Church or Kids @ First, it is important to communicate the event or grave situation to the Senior Pastor immediately. This may include, but not be limited to natural disasters, accidents with injury or death, law enforcement or firefighter notification and response, or a serious misconduct by a member, student, faculty, or staff. No member should speak on behalf of the church without receiving prior consent from the Senior Pastor or Chairperson of the Church Council.

Please note: In all cases above, although all communications requests will be given due consideration, there is no guarantee that an announcement requested will be included. If approved, it may be edited as deemed necessary for content and length. Thank you in advance for understanding and respecting the church's need to limit the number and length of communications vehicles in order to be good stewards of church members' time, our environment, and church resources.