Introduction and Overview

This document, created by GUMC's Communications Department in conjunction with the Communications Ministry Team and approved by church leadership, will serve as a guide for the creation and publication of any communications piece associated with Germantown United Methodist Church.

Clergy, ministry leaders, church employees, and members will find in this guide every resource necessary to better promote or communicate their event, class, or program.

Why a Communications Guide?

This document will help ensure that all church-related communications, whether internal, external, or both, are **consistent in style, voice, and quality**, and thus help further the official mission of GUMC:

WE ARE A FAITH COMMUNITY COMMITTED TO: LOVING GOD AND LOVING OTHERS, SERVING CHRIST AND SHARING HIM, TRANSFORMING LIVES AND MAKING DISCIPLES.

What is the Communications Department?

The external or internal group that produces and manages all GUMC communications. The department receives content from employees, members, and ministry leaders, and shapes communications pieces that are consistent with the values and mission of the church.

PIP Printing currently serves as the external Communications Department of GUMC   .

Contact:
Lonnie Easterling or Lori Philley
PIP Printing
1000 June Rd
Memphis, TN 38119
graphics@digitalpip.com

The Communications Process

To request a communications item, members should always use the Communications Request form system on the GUMC website. Requests received via email will be redirected to submit using the forms.

You can access the forms at g**ermantownumc.org/request** or by clicking this link at the bottom of any page on the website:
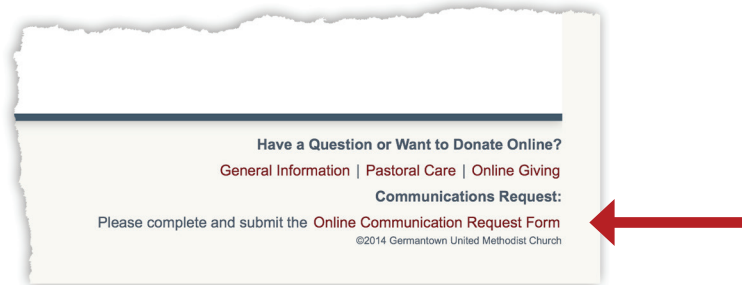
This guide will help you decide which form you need to submit if you're unsure. It will also help you prepare your written copy in a way that will expedite the fulfillment process. **Please pay special attention to the lead time required for each type of submission!** We cannot guarantee that your request will be fulfilled if it is submitted after the suggested deadline.

Which Form is For Me?

We have developed 6 different forms to reduce the amount of time you need to spend on your individual rerquest. Examples for what type of event goes through which form are shown beneath the form names on the website. Please keep in mind that Church-wide Events are special requests, usually reserved for clergy and high level church staff – ministry-level events (even those that are open to all members) will typically use the "Announcement or Event" form to submit their copy for Ministry Events, the website, and social media. If you have a print request to supplement your announcement, you must also fill out the print request form. **Please be aware of the lead time required for all requests, especially for print.**

Special Requests

For some events, your ministry may require involvement above and beyond standard ministry work. In these cases, please be advised that you may need to fund the Communication Department's work out of your ministry budget. You can discuss these cases with Rev. Dr. Brad Gabriel, bgabriel@germantownumc and/or Lonnie Easterling, graphics@digitalpip.com.

Priority System

Audience Reach

Before submitting a communications request, you should consider the scale of your audience. How many people do you want to attend or participate in your event? Based on this number, the Communications Department will help you determine which communications platforms you should use and on what timeline. Below you'll find a hierarchy by which we'll determine this:

Level	Criteria	Support	Examples
A	Church-wide Event All Departments Involved 1500+ people involved	Graphic Design ME (4-6 weeks) Webpage Facebook Ads Print Materials Email	Advent Easter Endowment Campaign Major Sermon Series
B	Single Ministry Key Event One time (no weekly programming) Entire Department Involved Limited to 2 per year 300+ involved	Graphic Design Webpage ME (3-4 weeks) Print Materials Email	Men's/Women's Retreat Youth Discovery Weekend Clothing Sale Golfing with Joy Edwin's Way
C	Important, but not premiere ministry event Limited to 1 per month 100+ involved	Graphic Design Webpage ME (2 weeks)	UMM Breakfast Older Adults Lunch
D	Regular Ministry Events	Webpage ME (1 week)	Youth Element
E	Miscellaneous Announcements Recurring Events	ME (1 week; recurring, up to 4 weeks)	

There is wiggle room on a per-ministry basis, but not much.
We will discuss your case individually if necessary.