



fully human • deeply christlike • fully alive

Communications Manual for All Saints Commissions

“Connecting All the Saints”

This manual provides standards and guidance to the All Saints Church commission system and serves as a reference of available resources and procedures.

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All Saints Church
338 East Lyman Avenue
Winter Park, Florida 32789

Phone (407) 647-3413
Fax (407) 647-2406

www.allsaintswp.com

Contact information for persons referred to in this manual:

Publications Department: Carol Richards - carolr@allsaintswp.com)

IT/Audio-Visual Director: Bill Tomlinson - billt@allsaintswp.com

Parish Administrator: Beth Davis - bethd@allsaintswp.com

Our Purpose

To Establish and Provide

- ▶ A variety of communication channels
- ▶ Criteria and norms helping commissions and ministries gather and disseminate information
- ▶ Assistance and resources to enrich and improve communications

Connecting the *All Saints Community*

Effective Communication

Effective communication can be extremely challenging in an active parish like All Saints. Not only are there a large number of ministries, but activities are often interrelated, involving people of all ages and interests.

Style/Method

When preparing information or publicity materials, it is important to consider that people have different learning styles which will directly impact their response. While most individuals are visual learners, others may need to hear, touch, or have some other active experience for the message to “sink in.”

- ▶ Plan materials to allow for different ways of learning and repeat the message, changing styles if possible.
- ▶ Please plan enough “lead time” to allow for multiple messages.
- ▶ Graphics are important visual elements that enhance comprehension, along with color, fonts, and layout.
- ▶ **Incorporating the new All Saints logo is strongly encouraged** to emphasize association with All Saints. The cover of this manual is an effective example of this. Various forms of the logo are available: color, grayscale, and black & white.

Publicity Coordination

The Communications Commission is available to assist with publicity planning. Numerous benefits can result from a coordination of efforts within the parish. The overall goal is to reach intended audiences in ways that are both effective and cost efficient.

Resources

All Saints has many resources to assist with communications and publicity. Remember that it is a good idea to utilize a variety of approaches.

Membership Database

The Parish Office maintains a database of all members, including mailing and e-mail addresses, telephone numbers, and birthdays. Certain information is also maintained about members' interests. Address labels and e-mail can be generated for specific groups within the parish. Please plan ahead by requesting these services well in advance.

Be aware that there are restrictions placed on the use of information from the membership database. All Saints Church considers it to be confidential and will not allow it to be used for anything outside the parish. All database or e-mail requests should be made through the Parish Administrator or the IT/Audio-Visual Director.

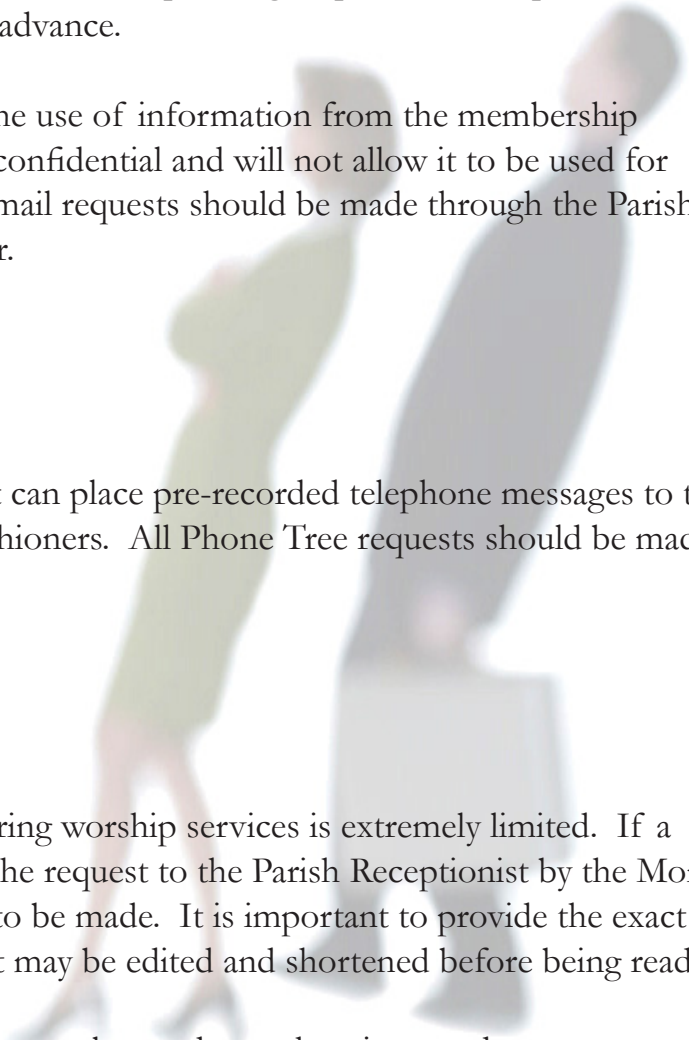
Phone Tree

Incorporated with the database is a system that can place pre-recorded telephone messages to the entire membership or to select groups of parishioners. All Phone Tree requests should be made through the Parish Administrator.

Announcements

The availability of time for announcements during worship services is extremely limited. If a short announcement is desired, please submit the request to the Parish Receptionist by the Monday before the Sunday when the announcement is to be made. It is important to provide the exact wording, while at the same time realizing that it may be edited and shortened before being read.

In addition to worship services, announcements are also made at other times and events.



Good News Daily

A small amount of space is occasionally available in the Good News Daily tri-fold that is handed out at each of the Sunday worship services. Once an event has been scheduled with the Parish Administrator, it can appear in the “Coming Up” or the “Weekly Schedule” sections, which also get published on the All Saints website. Contact the Publications Department for more information.

The Notebook

The deadline for submitting articles for publication in The Notebook is the first Monday of the month prior to the issue date. This means that they need to be completed and submitted at least one month in advance. Articles should be provided to the Publications Department in Microsoft Word format, if possible, or by other means of electronic delivery such as in the text of an e-mail message. Please realize that editing and formatting may be necessary in order to provide consistency within the publication.

Be aware that an electronic version of The Notebook is published on the website, so any personal information (telephone numbers, e-mail addresses, etc.) that are included in articles or announcements could become public for the several months that it remains on the website.

Printed Materials / All Saints Logo Use



Items like announcements, handouts, booklets, and postcards can be printed by the Publications Department. Printing requests should be made well in advance, however, because there are certain times during the month when large jobs are being produced and the department is extremely busy.

You are encouraged to incorporate the new All Saints logo (available from the Publications Department) into all materials, both to identify events with All Saints and to increase the logo’s visibility. Please let the Publications Department review your materials to ensure they conform with our publications guidelines.

Sign-up and Display Tables / Bulletin Boards

Currently, there are two locations that are preferred because they experience the greatest pedestrian traffic on Sunday mornings. One is the patio area between the Church and the Winderweedle Center and the other is the breezeway outside the Thomas Center. To request tables, chairs, bulletin boards, and easels, contact the Parish Administrator.

V

ideo and Computer Presentations

Portable television monitors and projectors with VCR, DVD, and computers are available for presentations. In addition, the Parish Hall and the Thomas Center are both very well equipped for audio-visual presentations to larger audiences. Contact the Parish Administrator for arrangements.

E

-mail

With the rising cost of postage, electronic delivery of information has become increasingly important. While many people prefer to receive news by e-mail, this method **cannot** be relied upon for important notices unless there is a follow-up procedure to ensure that it was indeed received. Although **you** may be in the habit of checking for new mail on a regular basis, be aware that this is **not always the case with others**. With the tremendous growth of “spam” e-mail, many messages are now filtered out before the intended recipient ever receives them.

W

ebbsite

www.allsaintswp.com

The All Saints website (www.allsaintswp.com) can be utilized in a number of different ways:

- ▶ Any advertising announcement or flyer, newsletter or bulletin, including audio and video, can be posted on the website and you can simply send out an e-mail that contains a link to that item. These can be “private” in the sense that they need not be hooked up to the menu system in any way unless desired. The information remains hidden unless one knows the address of the page. An example of this type of page can be viewed at www.allsaintswp.com/sample.htm.
- ▶ Registration and sign-up can be done on the website with the collected information being distributed as desired. Forms can be designed to capture whatever information is requested. Contact the IT/Audio-Visual Director for website related information.

O

utside Publications

The Orlando Sentinel has a weekly religion section where both paid and free advertising can be placed and where it might be possible to be featured in one of the regular columns. Writers in this section are always looking for interesting feature articles. In addition, the Episcopal Diocese of Central Florida publishes a monthly newspaper where many things can be published free of charge. Consider also the many ministry-specific publications. An example of this is the monthly publication from the Order of St. Luke, an Episcopalian healing ministry.

Book Store

All Saints Books & Treasures is a wonderful resource for books, special and unique gifts, jewelry, and tapes. Almost any book in print, Bibles, Prayer Books, spiritual books, gifts, jewelry, music, and cards can be ordered through the Book Store at discounted prices.

General Items

Commission Minutes

Minutes should be delivered electronically to the Publications Department when they become available. Please use Microsoft Word file format or send the minutes within the text of an e-mail.

- ▶ Minutes may be marked as “unapproved” or “draft,” but it is requested that they be provided within ten (10) days following a meeting to keep the other commissions informed in a timely manner.
- ▶ After receipt, they are distributed to all staff members as well as each vestry member. Vestry representatives are consequently responsible for keeping their particular commission informed about how other commissions’ actions may impact theirs.

Scheduling Meetings and Events

Before establishing specific dates, contact the Parish Administrator to ensure that adequate facilities and resources will be available. Be sure to include information about any special set-up needs (sound system, chair configurations, etc.) on the Event Request Form, a copy of which can be found on page 8 of this manual and is also available on the Communications page of the website.

Copyrighted Materials

When incorporating copyrighted material, it is necessary to obtain permission. This includes music, words to songs, pictures, videos, and any other published material that has been copyrighted. All Saints Church does maintain certain licenses for music and film, but you need to be aware that there are restrictions on how they can be used. Please contact the Publications Department with copyright-related questions.

Please Give Us Feedback

In order to coordinate and advise others, the Communications Commission needs to receive feedback regarding communication efforts. All information is welcome and appreciated, including comments about this manual.



All Saints Church Event Request Form

DATE SUBMITTED: _____

SUBMITTED BY: _____

Phone#: _____

GROUP: _____

E-Mail: _____

Person(s) In Charge: _____

Phone#: _____

EVENT: _____

ROOM: _____

DAY(S) OF WEEK: _____

TIME: Start _____ End _____

Recurring: yes no

DATE: Start _____ End _____

TYPE OF EVENT: _____

No. of Attendees: _____

A/V Equipment: _____

Sport(s) Equipment: _____

Beverages: _____

Products: paper glass

Podium

Flip Chart

Bus*

*Please contact the Parish Administrator @ 407-599-4301 or

Childcare*

(407) 647-3413 ext. 301

For Office Use Only:

Set up details

Entered by: _____

Date: _____

Copied to: _____

Set up: _____

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