

First United Methodist Church of Delmar

NAME AND FONT USAGE

Name: Always refer to the church as First United Methodist Church of Delmar or if a shortened version is needed, Delmar United Methodist.

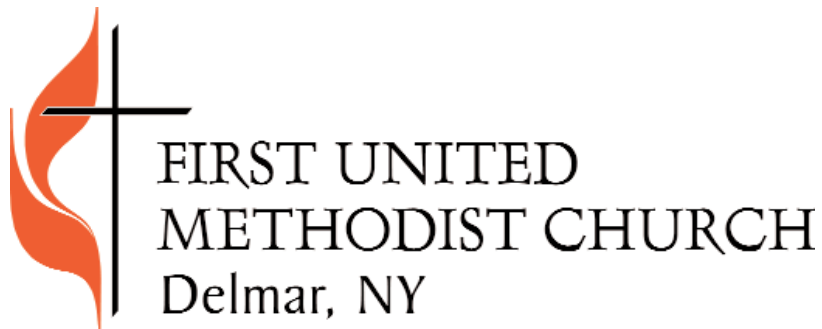
Logo: Whenever possible use the graphic logo (available in the church office).

Appropriate font usage:

Printed Material: Bakers Signet (Headings), Garamond, Verdana or Classical Sans

Electronic Material: Verdana, Times New Roman

Color logo:



Greyscale logo:



Communications Ministry Team Guidelines for Communication

There are many different ways to communicate an event or activity. When putting together a plan for communication of an event or activity, here are some things to keep in mind:

- **Goal:** What is the goal or objective of the event or activity?
- **Audience:** Whom are we trying to reach? Is this activity for the church members only? Or is this something that should be communicated to a larger audience? If so, how large and what geographic area do we need to include?
- **Budget:** Does this warrant us spending money to advertise? Or do we need to keep our communications in the category of free or inexpensive?

Part of the mission of the Communications Team is to communicate a consistent image for the church. In doing this, we are asking that the name stay as consistent as possible and to please use the identified fonts, when possible (see attached). The church should always be referred to as **First United Methodist Church of Delmar** or if a slightly shorter version is needed, **Delmar United Methodist**. When creating ads, posters, etc. please use the electronic version of the "logo" available through the church office.

There are several vehicles that can be utilized in communicating your message. Here are some of the options:

Announcements for *Sunday Bulletin Insert, The Telescope, or our Website:*

Sunday Bulletin Insert	<i>Submission Deadlines:</i> Wednesday at noon	<i>Contact</i> Nan Rabinow at ChurchOffice@delmarmethodist.org
<i>The Telescope</i> Website	<i>Friday at noon</i> ongoing	David Shaffer at DShaffer@nycap.rr.com

Paid Advertisements for *The Spotlight, Times Union, Our Town:*

Contact is Nancy Rice, Co-Leader of the Communications Ministry Team, nrice@nycap.rr.com or 439-2629.

All pertinent information (who, what, why, where, when) must be submitted by the team who is sponsoring the event or activity. Nancy is willing to design/prepare ad layout. Lead time of 2 to 3 weeks is requested. Payment for the ad should come from requesting team's budget.

Press Releases for *The Spotlight, Times Union:*

Contact is Jim Held of the Communications Ministry Team, jimjim@nycap.rr.com or 478-9385.

Please submit short articles (max. 3 paragraphs) along with photos. Photos should be of small group or a few individuals, large group shots do not work. *The Spotlight* is more apt to print photos with children. *Spotlight* deadline is Friday noon the week before the publication. As Press Releases are published free of charge and at the discretion of *The Spotlight* or *Times Union*, there is no guarantee that your article will be featured in the newspaper.

Bethlehem Chamber of Commerce

Contact is Karen Kissinger, kkmk@nycap.rr.com or 439-4163.

The Chamber has a calendar on their website and a monthly publication. Submissions for the monthly publication should be to Karen by mid-month.

Submissions for Albany District or Troy Conference Websites

Contact Kate Saintcross, Director of Program & Spiritual Formation at prgmdir@delmarmethodist.org or 439-9976, ext. 228.

Communications Display

Contact Nan Rabinow at ChurchOffice@delmarmethodist.org for more information.

Let us highlight your event on our moveable tri-fold displays. We have 2 that are moved throughout the building depending on the location of the crowd. Poster or flyer can easily be accommodated.

Fellowship Hall Bulletin Boards

Contact Nan Rabinow, Office Manager at ChurchOffice@delmarmethodist.org for more information.

We have many bulletin boards in Fellowship Hall. This is a great way to post a lot of information or pictures.

If you are interested in publicizing your event, refer to the attached chart for a guide to appropriate venues for your targeted audience.

Here are a few more guidelines to help you through the process:

New ministry/program teams should initially route news of their events or activities to Kate Saintcross, Director of Program & Spiritual Formation at prgmdir@delmarmethodist.org or 439-9976, ext. 228.

All ministry/program teams may receive assistance with the composition of a ministry/program-related announcement by contacting Kate Saintcross, Director of Program & Spiritual Formation at prgmdir@delmarmethodist.org or 439-9976, ext. 228.

Established ministry/program teams may submit news of all "tried and true" ministry/program activities and events directly to Nan Rabinow, Office Manager at ChurchOffice@delmarmethodist.org and to Communications Ministry Team Co-Leader and Web Master, David Shaffer at DShaffer@nycap.rr.com with copy to Kate Saintcross, Director of Program & Spiritual Formation at prgmdir@delmarmethodist.org.

Administrative Teams may submit their news directly to Nan Rabinow, Office Manager at ChurchOffice@delmarmethodist.org and to Communications Ministry Team Co-Leader and Web Master, David Shaffer at DShaffer@nycap.rr.com with copy to Rev. Bill Cotant at SeniorPastor@delmarmethodist.org.

Communications Team Contact List

David Shaffer, Co-Leader

DShaffer@nycap.rr.com

439-7261

Nancy Rice, Co-Leader

nrice@nycap.rr.com

439-2629

Church Liaisons

Kate Saintcross, Director of Program & Spiritual Formation

prgmdir@delmarmethodist.org

439-9976, ext. 228

Nan Rabinow, Office Manager

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439-9976, ext. ???

Team Members

Jim Held

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478-9385

Karen Kissinger

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439-4163

Don Pearsall

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Steve Rice

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439-2629

First United Methodist Church of Delmar

Communications Guidelines

Whom do you want to reach?

Church Members	Building Visitors	Bethlehem Community	Greater Capital District	
				Venues offered through the church
X				Sunday Bulletin Insert: Contact Nan Rabinow
X				Telescope: Contact David Shaffer
X				Website: Contact David Shaffer
X	X			Tri-fold Displays: Contact Nan Rabinow
X	X			Bulletin Boards: Contact Nan Rabinow
				Community Bulletin Boards/Calendars
		X		TV-18 Bethlehem: Public access television for posting a 30-second not-for-profit public service announcement: Contact Kate Saintcross
		X		Chamber of Commerce: Calendar on website and monthly newsletter: Contact Karen Kissinger
		X	X	Spotlight Newspapers: Community Calendar: Contact Kate Saintcross
		X		Our Towne - Bethlehem: Community Calendar: Contact Kate Saintcross
				Electronic Postings via Email: Contact Kate Saintcross
			X	Albany District Office
			X	Troy Annual Conference
				Press Releases: Contact Jim Held
		X	X	The Spotlight
			X	Times Union
				Featured Articles: Contact David Shaffer
		X		Our Towne _Bethlehem
			X	Times Union: Religion Page:
				Other Places to Post Information: Contact Kate Saintcross
		X		Bethlehem Public Library
		X		Bethlehem Senior Services
				Paid Advertisements: Contact Nancy Rice
		X	X	The Spotlight
		X		Our Towne - Bethlehem