
KING'S PARK COMMUNICATIONS REQUEST GUIDELINES

All communications needs should be requested using our Communications Request form. This includes requests for announcements, social media posts, registration forms, graphic design, updates to an existing page on the website, a photographer or videographer, promotional videos, funeral announcements and lobby reservations.

Who should complete this form? The ministry/program leader or an approved volunteer.

Why is this form necessary? The Communications Request form helps us get a clear picture of your event and your goals. It helps us organize all of the pertinent information about your event, and it also helps you, as the event owner, think clearly about your target audience and clarify your message.

What programs and events will the Communications Team help promote?

- **Church-wide programs and events** (Prayer and Fasting, Refresh, Baptisms)
- **Core ministry events** (Go Team Training, Go Team Celebrate, Worship)
- **Demographic ministry events** (Women, Men, Marriage, Campus, Youth, Kids)
- **Membership and ministry on-ramps** (Life Groups, Growth Track, Equip, Leadership 215)

We do not offer promotions for small groups or niche ministries. We can, however, provide ideas to help you get the word out. If you're creating any promotional pieces for the public that mention King's Park or include our logo, these need to be approved by the Communications Team (please use the Comm Request form to submit your design).

When should this form be completed? If you are not the staff member or leader in charge of the program or event, you should complete this form after you have approval.

If your event is being held at King's Park, you should reserve your room before completing this form. After you have approval, please observe these deadlines:

Website update to an existing page: 2 weeks

Registration page for your event: 2 weeks before registration should open, or promotions should begin

Printed piece: 8 weeks before registration should open or promotions should begin

Digital graphic designed: 6 weeks before registration should open, or promotions should begin.

If your graphic has been designed (and approved by the Communications Team) and you **only need promotions:** 4 weeks before registration should open, or promotions should begin.

Photographer or videographer: 4 weeks before the event.

Promotional video or pre-recorded video: 8 weeks or more before your needed date.

If you have multiple needs, please adhere to the deadline with the greatest number of weeks' notice (for example, if you need a printed graphic and a photographer, contact us 8 weeks in advance). We do our best to accommodate every request, but timeframes, the current calendar and current projects factor into every request.

What if all I need is a graphic? If you need a graphic for your event or program, you can have the Communications department create the design, hire someone or use a competent volunteer. If you choose to hire a graphic designer, use a volunteer or design something yourself, please note that any graphic for a printed piece or product that will 1) *be seen or distributed church-wide or to the public* and/or 2) *use the church logo* must adhere to our branding guidelines and should be submitted to the Communications Director for approval. You can find the branding guidelines, logo and official

fonts [here](#). Submit your design using the Comm Request form. Please allow a full workweek for responses.

Where will my program or event be promoted? While we have a number of promotional channels, we do not use them all to promote every event. Doing so would create a very noisy space for our church family, so we work hard to think through who your target audience is and how to best reach them.

With that in mind, we've created a [Promotions Process document](#) to help determine what gets promoted where. Please review it before you complete the Communications Request Form. After we receive your form, we'll contact you to discuss the specifics of your promotion.

How can I get the word out about my event? Let people know how their lives will be changed by participating or attending. Be thoughtful in how often you share information about your event. Sharing with the right people at the right time, the right number of times goes much further than sharing with everyone all the time. Here are a few suggestions that have been successful:

1. Email the people on your team/in your group. These are the people who will be most excited about what you're doing, so start with them. It's important not to spam them, though. They're already receiving tons of emails, and you don't want to end up in the pile they ignore. A good practice is to email once to let them know registration is open and once when *time is running out*. It's okay to send another email in between to remind them what they'll miss if they don't attend, but anything more than that could be considered spammy.
2. Tell people face to face. Ask them to share the news also.
3. Post it in the [King's Park Facebook community](#). Please be careful with this as we don't want this group full of marketing messages. As with emails, it's good practice to post when registration is open and when registration is about to close.
4. Request a table in the lobby. Each ministry has an opportunity to periodically set up a table in the lobby to tell people about your event. This is an opportunity to find the people most interested in your event and get them added to your email list. If you hand out flyers, please make sure they follow [the branding guidelines](#) and make sure you have

submitted them for approval. Please do not leave flyers on the lobby desk or counters. If you do, they will be removed.

5. Post it on your personal social media profiles.