



Connecting You with Christ and Community

Promotion Request Process

The purpose of this document is to provide guidance to Highland's various ministries and committees when they need to promote or communicate about an event or program. These are guidelines to help identify the information needed as well as the required lead times to notify the Connect More Effectively committee. This will maximize the impact of the promotion or communication to the Lancaster community and the HPC attendees/members and streamline the process to provide the required information and reduce delays and questions down the road.

Promotion Request Process:

Step 1: Each ministry or committee should determine one contact person for each event or program.

Step 2: Contact person gathers information for the event or program including who, what, when, where, why, etc. and submit a Promotion Request Form to Cassidy Godber, Communications Coordinator cassidygodber@highlandpc.org within the lead times specified in the second chart.

Step 3: The request is reviewed by the Communications Coordinator and any additional Information is requested.

Step 4: If the project has sufficient size or complexity, the Connect More Effectively team will put together a communication plan (Including timeline and budget, if applicable) and will submit it to the contact person for Approval.

Step 5: After final approval and adjustments, we will move forward to deliver the work.

When to use the Promotion Request Process:

Audience	Example	Process
Lancaster Community	Trunk or Treat, Mission Bazaar, Fall Kick Off, Concerts	Required
Church-wide	Easter, Stewardship, Christmas, Multi-week themes	Required
Ministry Specific	Adult Ed., Youth @Highland; Kids @ Highland	Suggested
Ministry Subset event	Kids Club; PW Book Club; etc	Not Required

Guidelines:

1. Communication Request Forms must be filled out and submitted with the appropriate lead time required (see chart for reference). Projects not submitted with proper lead time will not be given a guaranteed release date or may not be able to be completed.
2. The Connect More Effectively team may edit any submitted text to enhance the publication. All edits will be approved by the Contact Person and staff liaison to determine accuracy is kept.
3. Budget and costs of promotional pieces will be determined and included in the communication piece put together by the Connect More Effectively team. A determination of how the costs will be funded will be made at that time.

<i>Please note that the lead time is the time needed from receiving the request and when the item is delivered</i>		
Communication Medium	Approximate Cost	Required Lead Time
Oregon Pike Sign	Free	2 weeks
Social Media Post	Free	2 weeks
Email Blast	Free	2 weeks
Heartbeat or Pulse Article	Free	2 weeks
Website Article	Free	2 weeks
Video	Free	4 weeks
Event Registration page on website	Free	4 weeks
Banner	\$75	6 weeks
Newspaper Ad	\$200	6 weeks
Press Release	Free	6 weeks
Flyers	Free	6 weeks
Postcard Mailing	Printing and Mailing costs will depend on quantity	8 weeks
Letter Mailing	Mailing costs will depend on quantity	8 weeks



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Promotion Request Form

Date of request
Contact Person Information (who will answer questions about the event) Name, email, Phone
Ministry or Committee
Name of Program or Event
Description of Program or Event
Time/Dates for Program or Event
Location of Program or Event
Target Audiences
Is Registration Required
Is there a charge for admission or free will offering?
Is there a meal?
Are there any community partners working on this project who need recognition?
Additional Information