

## ANNOUNCEMENT REQUEST FORM

Let's Get the Word Out



### WE WANT TO SEE THIS EVENT SUCCEED!

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In order to make sure that we're getting the word out in the best possible ways, this form will help us get everything together. The only mistake in communication is assuming it has happened, so we want to make sure we're thinking through this event/invite/announcement as well as possible on the front end so we can share it in the best and most relevant ways possible. In order to make that happen, we this form must be turned in no later than 2 weeks in advance of any event.

### BEFORE WE BEGIN

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If your event is approved by staff, we will do our best to get the word out. But, here's the thing. It is CRITICAL to walk together with shared understanding that no matter what is shared, how many times it is shared, and where it is shared, the ONLY way to make sure someone has REALLY heard it is to share it personally. Who can you equip and empower to spread the word personally? The old saying is that a personal touch/conversation is king. Everything we can do to spread the word (no matter which platform it is proclaimed from) is simply in support of a personal invite/conversation.

### EVENT DETAILS

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Name of event: \_\_\_\_\_

Date(a) and Time(s): \_\_\_\_\_

Way to RSVP to event: \_\_\_\_\_

Note that it is best to have ONE way to RSVP - often preferably via an event link or connect card. While it may seem smart to have multiple ways to respond, people tend to respond LESS the more options you give them.

Point person for event: \_\_\_\_\_  
(if not a ministry lead, has this been run by a ministry lead)?

Does this event/announcement repeat or is it a one-time thing? \_\_\_\_\_

If repeating, what is the end date for this event? \_\_\_\_\_

(REALLY) short description of event. Keep in mind that people will best engage if the description of the event includes WHY this might be important to them, WHAT is happening, WHEN it is happening, HOW they can get involved/RSVP/Support/attend, and WHO they can talk to if they have questions. (See also WHERE is it happening). Engagement is also highest when the above information can be shared in a(n even somewhat) creative way in two short paragraphs OR LESS.

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#### **IF YOUR EVENT IS APPROVED, HERE ARE SOME WAYS IT MAY BE SHARED:**

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**Social Media:** In addition to the basic information above, please provide no more than one paragraph description/creative, along with pictures or other engaging media.

**Website:** Approved events will be listed on the church calendar available on the website.

**Lobby and Pre-service screens:** Approved ministries and events may provide visuals (pictures and graphics) to be played on the announcements loop. Events will play in loop for no more than 3 weeks, unless otherwise approved.

**Texts and e-mails:** Approved ministries and events should provide a short description and visual elements.

**On-stage announcement and/or in bulletin (where applicable):** Please note that in order to keep engagement HIGH and keep our announcements time effective, we strive to keep our announced events down to just 2 per week. The more we announce, the lower engagement becomes. In addition, in order to keep the focus of our mission on leading people to become more like Jesus, priority is given to events that are a part of our discipleship pathway (such as baptism, Next Steps, Life Groups) before anything else. All events announced from stage must be relevant to 60%+ of the congregation.

**Table in the lobby:** Our lobby needs to be welcoming, inviting, and have a clear message that points people towards taking their next step with Jesus. As such, we strategically allow groups/events/people to set up a table/station in the lobby. But, remember, personal invites are king, so take some time to mingle.