



Advertising & Promotion Guidelines Handbook for

**Our Lady of Consolation Parish
Rockford, Michigan 49341**

Advertising & Promotion Guidelines

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Advertising & Promotion Guidelines for Our Lady of Consolation

This information applies to all forms of advertising and promotion:

- All images and graphics must be rights-free graphics. No images may be “google images” or may be from the internet unless we have explicit, written permission from the image owner to use them. When submitting artwork for inclusion with advertising and promotion purposes, please include a copy of the written permission with your request.

Here are a couple website options in which to learn if a photo is usable and to find rights free images.

Public domain usage rights for USA: <http://www.unc.edu/~unclng/public-d.htm>

Free image website: <https://www.freeimages.com/>

Free sounds website: <http://www.bensound.com>

- Deadlines listed for specific media platforms must be met. The responsibility of meeting this deadline falls upon the person submitting the request. If a deadline is not met, the submission will be promoted on the next available promotion date.
- Specific wording, graphics, fonts, etc must be submitted for promotion. Please review marketing suggestions on subsequent pages of this guidelines packet. Please include everything in one request email. Your request should not request previous images to be located and used. Please include images (even if you have used them in the past) in your request email.
- All wording supplied will be used “as is” without altering except for formatting as mentioned on later pages. Text will not be reviewed for accuracy. Accuracy of text is the responsibility of the sender.

To complete an online Advertising Request, please visit:

<https://olcparishrockford.com/advertising-request-form/>

Advertising & Promotion Guidelines for Our Lady of Consolation

DEFINITIONS:

These terms are used throughout the definitions to clarify the “Expectation Level” of the parish.

These terms have been defined for clarity of what we mean while reading through the definitions and to avoid any confusion as to multiple meanings of these words.

Expected: To regard as likely to happen with reason and justification

Example: To think you will have 20 people come to the event because that is how many people you have registered and they are expected to come. This would be also used in a case where the entire parish was invited and we encourage them to go, and it was “mandated” in some way as in a parish mission.

Encouraged: To promote with spirit or confidence

Example: To think you will have 20 people come to the event because that is how many people have come you have invited and they are expected to come. This would be also used in a case where the a program was invited and we encourage them to go, and it was mandated in some way as in a parent meeting.

Invited: To request participation

Example: To think you will have 20 people come to the event because that is how many people have come in the past.

Affiliate:

- a. Description: A parish affiliate is a group or organization that we actively work with and mutually promote under the direction of our parish mission statement.
- b. Default Expectation Level: Invited
- c. Example: Knights of Columbus

Banner Image:

- a. Description: The rectangular image that is at the top page of the parish website. This image has the ability to link to another page. The banner images scroll through various different images at a rate of 5 seconds per slide. Banner images are present on the home page of the website only.

Community events: (with an impact on our parish)

- a. Description: An event for any company or organization that is not hosted by our parish or an affiliate that benefits the parish community.
- b. Default Expectation Level: Invited
- c. Example: Start of Summer Celebration

Departmental:

- a. Description: The any group within our parish that is granted a budget to manage other ministries and programs under their management.
- b. Default Expectation Level: Depends on request
- c. Example: School or Faith Formation

DEFINITIONS: (cont.)

Diocesan:

- a. Description: Something generated from a request from the Diocese of Grand Rapids.
- b. Default Expectation Level: Depends on request

Event:

- a. Description: An event is any request that is not considered a program. See program definition below.
- b. Example: Workshops, classes, fundraisers, outings, meetings

Facebook Event:

- a. Description: A calendar-based resource connected with our Facebook Account. It has the capacity for many features beyond a simple calendar, including RSVPs. Once events are created or edited they are posted to our Facebook Wall.

Facebook Post:

- a. Definition: A Facebook post is the means in which we are able to add information and images to our Facebook Wall. Friends and “fans” are able to see and interact with our post for everyone to see.

Facebook Wall:

- a. Description: A Facebook Wall is the area on a profile or page where friends and “fans” can post their thoughts, views, or criticisms for everyone to see. This is also where we are able to post status updates and messages to our Facebook community.

Ministerial/ Ministries:

- a. Description: Something generated from a request from a ministry of our parish.
- b. Default Expectation Level: Depends on request
- c. Example: Bereavement Ministry, Men of Our Lady, etc

News:

- a. Description: Any statement of information that is presented in order to inform others without expectation of participation in any way.
- b. Default Expectation Level: Depends on request
- c. Example: Newly ordained priests and deacons

Parish-wide event:

- a. Description: Any event that is presented to the entire parish and all departments.
- b. Default Expectation Level: Encouraged
- c. Example: Tribute to Life workshops

Parish-wide initiative:

- a. Description: Any event that is presented to the entire parish and all departments.
- b. Default Expectation Level: Expected
- c. Example: Parish Mission

DEFINITIONS: (cont.)

Program:

- a. Description: Any event that is the specific focus of a particular ministry or department
- b. Default Expectation Level: Encouraged
- c. Example: Youth Ministry, Pre-school

Sacraments:

- a. Description: Any event that in relation to preparation for or receiving of any Sacrament
- b. Default Expectation Level: Expected
- c. Example: Baptism Class, First Eucharist plate workshop

Social Media:

- a. Description: Any form of electronic communication through which users participate in online communities. Any electronic communication method used to allow two way conversation between a person and the parish.
- b. Example: Facebook, MyParish App

Website Page:

- a. Description: A set of data and graphics that are grouped together by topic and accessible through our parish website. Information on a website page is continuous and ongoing and not for a specific event.

Website Post:

- a. Description: A single entry on the website page that is for a specific program or event that has a deadline for dissemination of the information.
- b. Example: A golf outing on June 12

Form of Advertising and Contact Person

School Friday Folder Email:

Kevin Varner	School Principal	kvarner@olcparish.net
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Mass Announcements:

Mary Harkema	Director of Music & Worship	mharkema@olcparish.net
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Faith Formation Email:

Anne Marie DeSantis	Director of Faith Formation	adesantis@olcparish.net
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Commons Display/Table:

Linda Merring	Parish Administrative Assistant	lmerring@olcparish.net
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All other methods (including bulletin):

Nickie Wentworth-Holton	Director of Communications & Marketing	nwentworth@olcparish.net
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Allowed Advertisers by Platform

Please see next page for breakdown of platforms.

Use these letter keys to determine which column to reference.

A-Affiliate

B-Community events

C-Departmental

D-Diocesan

E-Ministerial/ Ministries:

F-News

G-Parish-wide event

H-Parish-wide initiative

I-Program

J-Sacraments

Allowed Advertisers by Platform

Platform	A	B	C	D	E	F	G	H	I	J
Bulletin	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Bulletin Board	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Bulletin Stuffer	N	N	N	N	N	N	N	N	N	N
Commons Banners in Stands	Y	N	Y	Y	Y	N	Y	Y	Y	Y
Commons Table/Display	Y	N	Y	Y	Y	N	Y	Y	Y	Y
Facebook Event	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
Facebook Post	N	N	N	N	Y	Y	Y	Y	N	Y
Faith Formation Email	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
Johnny Advertising (Bathroom stalls)	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
Mass Announcement	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
Mass Presentation	N	N	N	N	N	N	N	N	N	N
MyParish App Notification	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
Newspaper	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Parish Google Calendar	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Parish-wide Email/ Community Happenings	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Pew Card	N	N	N	N	N	N	N	N	N	N
School Friday Folder Email	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
TV Monitor– Commons & HFC	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
Website Banner Image	N	N	N	N	N	N	N	Y	N	N
Website Page	N	N	Y	N	Y	N	Y	Y	Y	Y
Website Post	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Welcome Table	Y	N	Y	Y	Y	Y	Y	Y	Y	Y

Advertising Platform Deadlines

Platform	Earliest Submission	Latest Submission
Bulletin	18 days prior to bulletin date	11 days prior to bulletin date
Bulletin Board	Anytime	Wednesday to be posted Thursday before the weekend requested
Bulletin Stuffer	18 days prior to bulletin date	11 days prior to bulletin date
Commons Banners in Stands	Any time	1 week prior to date requested
Commons Table/Display	Anytime	Wednesday before 5pm before the
Parish-wide Email/	Anytime	Thursday before 5pm before weekend requested
Facebook Event	Anytime	3 days prior to date requested
Facebook Post	Any time	3 days prior to date requested
Faith Formation Email	Anytime	7 days prior to date requested
Johnny Advertising (Bathroom stalls)	Anytime	Scheduled in 3 week cycles, Ask what dates we are scheduling
Mass Announcement	Monday before the weekend requested	Thursday 5PM before the weekend requested
Mass Presentation	Not Allowed	Please see platform page for more info
MyParish App Notification	Any time	3 days prior to date requested
Newspaper	Anytime	2 months prior to date requested
Parish Google Calendar	Anytime	1 week prior to date requested
Pew Card	Not Allowed	Please see platform page for more info
School Friday Folder Email	Monday before the Friday	Thursday 5PM before the Friday
TV Monitor– Commons & HFC	Any time	1 week prior to date requested
Website Banner Image	Anytime	1 week prior to date requested
Website Page	Any time	1 week prior to date requested
Website Post	Any time	3 days prior to date requested
Welcome Table	Anytime	Wednesday before 5pm before the weekend requested
What's Next Brochure	Anytime	2 weeks before the end of the quarter (April, August, December)

Parish Bulletin

Earliest Submission: 18 days prior to bulletin date

Latest Submission: 11 days prior to bulletin dates

Notes: Due to holidays and Holy Days bulletin deadline may vary. Please see Parish Secretary verify the bulletin date if you are scheduling for near a holiday or Holy Day.

Must have inclusions:

- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Day of the week
- Heading
- Text
- If emailing: Should be sent in the original program created. Never send as a PDF
- Where to get more information
- All photos and text must be included in one email or submission, do not reference a previous bulletin for images or text.

Additional Allowed inclusions:

- Website or URL link
- Photo or graphic

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- Body Text is limited to approximately 100 words. Additional information should be directed to other media forms and the email link to that location.
- Only one photo allowed per post
- Font, color, placement, and formatting. Suggestions are welcomed, however are not guaranteed.
- Video embeds are not allowed since this is produced in print. These should be placed on the parish website and linked from the email to that page.

Frequency and Timing:

- You are welcome to have the same post for 2 consecutive weeks, however you are not allowed to go longer than that
- "Save the Date" information can be published when the date is set. Event Specific invitation and information changes & "Last call" announcements are all acceptable forms of individual messaging.

Impact & Efficiency:

- Only approximately 12% of our active parishioners read the bulletin
- Space is limited and tends to be more information in one edition than a person can successfully remember

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Bulletin Board

Earliest Submission: Any Time

Latest Submission: Wednesday to be posted Thursday before the weekend requested

Notes: Please provide a minimum of 8 copies. The following bulletin boards are managed by the Director of Communications and Marketing: north commons, south commons, north wing, south wing, Guadalupe Room hallway, and Parish office in commons.

Must have inclusions:

- Photo or graphic
- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Day of the week
- Heading
- Text
- If emailing: Should be sent as a PDF document or in the original program created.
- If delivering copies: Please provide a minimum 8 copies
- Maximum size 8-1/2"x11", preferred as a vertical layout

Additional Allowed inclusions:

-

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- There are no restrictions on layout or content as long as the content meets the requirements set forth by our church and our Catholic faith.

Frequency and Timing:

- "Save the Date" information can be published when the date is set. This post will be deleted once actual post is received.
- Event Specific invitation and if information changes we can adjust it at any time.

Impact & Efficiency:

- These are only viewed as people pass by them.

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms
- Deliver copies to the parish office

Bulletin Stuffer/Insert

Earliest Submission: Not allowed

Notes: In order to be completely flexible in our efforts of communication, we understand that there may be a need for this type of promotion. In the event that you feel it is imminent that you use this form of communication, please schedule a meeting with the Director of Communications & Marketing. Information, as well as a final copy of your requested insert, will be gathered and this matter will be discussed with the Pastor. In the event that this form is approved, the below requirements apply to your submission. You must schedule your meeting with the Director of Communications & Marketing one month prior to the requested date.

Must have inclusions:

- Photo or graphic
- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Day of the week
- Heading
- Text
- Size must be 8-1/2"x11", preferred as a vertical layout
- 700 copies will be needed and must be generated using the copier of the department requesting, preferably either white paper and color print or color paper with black print.
- You are responsible for creating and designing brochure/flier

Additional Allowed inclusions:

- Website or URL link
- Photo or graphic

Allowed Advertisers:

Restrictions:

- There are no restrictions on layout or content as long as the content meets the requirements set forth by our church and our Catholic faith.
- You are required to obtain volunteers to put the insert in the bulletin.
- This must be completed after Wednesday 4:00 pm but before Friday 4:00 pm (or when the office closes on that Friday if hours are varying due to holiday)

Frequency and Timing:

- If this method is approved, in writing, from the Director of Communications & Marketing you are only allowed one submission.

Impact & Efficiency:

- Most commonly the inserted page is left in the pew or falls out in someone's vehicle.

Method of Scheduling:

- Online fillable form located Under Forms/Parish Forms
- Schedule a meeting with Director of Communications & Marketing via email, phone or in person.

Commons Banners (in stands)

Earliest Submission: Anytime

Latest Submission: If supplying: 1 week prior to requested date
If parish is ordering: 1 month prior to requested date

Notes: The parish has 2 available stands in which can be filled with banners that are provided. Either the person requesting must supply the banner (that fits into our stands or provide a stand themselves) or they will need to pay for the cost of the banner plus shipping. Cost is typically approximately \$70 each. If you need a banner printed, please schedule a meeting with the Director of Communications & Marketing to design and order.

Must have inclusions:

- Banners should be full color, professionally designed and engaging in format.
- Limited text is best
- Banner images must meet the qualifications set forth by Diocesan Publications Incorporated (DPI)

Additional Allowed inclusions:

-

Allowed Advertisers:

- **Affiliate**
- **Departmental**
- **Diocesan**
- **Ministries**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

-

Frequency and Timing:

- You are allowed a maximum of 3 weeks unless you are a parish-wide event, parish-wide initiative or Diocesan event
- Or special permission has been granted on a case-by-case basis

Impact & Efficiency:

- These do catch people's eye and many parishioners comment on them. However these should be accompanied by another place to get information.

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Commons Table/Display

Earliest Submission: Anytime
Latest Submission: Wednesday before 5:00 pm before the weekend requested
Notes:

Must have inclusions:

- You will be provided one six foot table for your display or table
- Table must be “manned” with at least one person at all Masses
- Your table may be set up as early as Monday afternoon prior to the weekend requested and must be taken down no later than Sunday following the final Mass of the day.
- If a funeral or wedding is scheduled after your table has been set up, you will be contacted and are responsible for moving or taking it down before the funeral. You are welcome to put it back up after the funeral. If you do not take it down, your items will be taken down for you and placed in the parish office. It is your responsibility to set it back up.
-

Additional Allowed inclusions:

- You are welcome to have banners, handouts, and decorations.

Allowed Advertisers:

- **Affiliate**
- **Departmental**
- **Diocesan**
- **Ministries**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- Any table that is selling anything, but have already received approved from the Stewardship Council to have a fundraiser before making their request for a table.
- Tables that are selling things must be in a hallway, gymnasium, or Holy Family Center; they cannot be in the commons proper because the Commons becomes part of the sanctuary during Mass.
- Your table/display cannot make any sound (no videos, music, or sound effects)
- Tables should be represented in a Christian and modest manner

Frequency and Timing:

- You are welcome to have the same post for 2 consecutive weeks, however you are not allowed to go longer than that

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Impact & Efficiency:

- These work best if accompanied by a Mass Announcement

Parish Wide Email/ Community Happenings Email

Earliest Submission: Any Time

Latest Submission: Thursday 5:00 pm before the Friday requested

Notes: The purpose of this email is just to keep dates in people's minds. Actual event information, beyond the scope of the date, time and location, will be a link to another page.

Must have inclusions:

- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Name of Event

- The dates provided will be shown in chronological order with the soonest shown first.

Additional Allowed inclusions:

- Link to more information
- A photo/graphic may be provided, but is not guaranteed to be used.

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

-

Frequency and Timing:

- Your date will remain on the list until the date has passed or you request it to be removed, whichever comes first.

Impact & Efficiency:

- These are very effective in keeping dates in people's minds

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Facebook Events

Earliest Submission: Anytime

Latest Submission: 3 days prior to requested date

Notes: All events, regardless of type, will be scheduled as Facebook events. Facebook events also post to the Facebook wall, however they allow our Facebook visitors to interact with the event.

Must have inclusions:

- Photo or graphic (Must be rectangle format for banner image)
- Event Name (max 64 characters)
- Location– Physical Address
- Date
- Time (start and end)
- Contact Person
- Contact Email (and phone if desired)
- Description
- Key words (hashtags)
- Additional questions will be asked in the request form.

Additional Allowed inclusions:

- Videos
- Photos
- Links

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- No more than 10 photos per event
- No more than 1 video per event
-

Frequency and Timing:

- You may only create one Facebook event per event, however you are welcome to make any necessary updates and changes as often as you would like by emailing the Director of Communications & Marketing

Impact & Efficiency:

- These work very well at reminding people about the event and allowing the community to interact with the event
- This also makes it better when it comes to peer pressure or peer community (“so-and-so is going, I’ll go”)

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Facebook Post

Earliest Submission: Anytime
Latest Submission: 3 days prior to requested date
Notes: If you are looking to post about an event, please see Facebook Event category instead

Must have inclusions:

- Spiritually uplifting or community building items only
- Examples of the types of posts includes, but is not limited to,
 - Something about a Feast Day or Holy Day
 - Video or photos from a recent parish-wide event
 - Testimonies
 - Challenge questions (to challenge someone's faith)
- The purpose of these posts is to engage our online community in conversation and inspiration. The focus of these posts should be discipleship

Additional Allowed inclusions:

- Videos
- Photos
- Links

Allowed Advertisers:

- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Sacraments**

Restrictions:

- No more than 10 photos per post
- No more than 1 video per post
- No more than 1 post for parish-wide events that have happened
- No more than 30 words for a single post
- Events: please see Facebook Events section for more information

Frequency and Timing:

- There is no limit for promoting discipleship, based on the restrictions listed to the left

Impact & Efficiency:

- These work very well from an engagement standpoint, however are a very poor means of communicating events

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Faith Formation Email

Earliest Submission: Any Time

Latest Submission: 7 days prior to the date requested

Notes: This email will only be sent to the families that are registered with Faith Formation. This email is sent through PDS (Parish Data System) which has several limits in how the information is presented.

Must have inclusions:

- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Heading
- Subject Message
- Text

Additional Allowed inclusions:

- Where to get more information

Allowed Advertisers:

- Affiliate
- Departmental
- Diocesan
- Ministries
- News
- Parish-wide event
- Parish-wide initiative
- Program
- Sacraments

Restrictions:

- No photos or videos or attachments are allowed
- Only text and text links are available

Frequency and Timing:

-

Impact & Efficiency:

- You only reach a certain number of parishioners (very small number) and it is typically classified as "SPAM" mail because it is coming from a data collection system.

Method of Scheduling:

- Direct email with all necessary images as attachments to adesantis@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Johnny Advertising (Bathroom Stalls)

Earliest Submission: Anytime

Latest Submission: Scheduled in 3 weeks cycles, ask which dates we are currently scheduling for

Notes: The size of the submission is based on the type of advertiser.

Must have inclusions:

- **Size:**
 - Full page: Parish-wide initiatives & Parish-wide events
 - 1/2 page: Departmental events, Ministerial events, Sacramental events
 - 1/4 page: Diocesan Events, Community events, affiliate events
- Depending on how many events are included for that particular cycle the page may be formatted in 1/3 instead of 1/4.
- If emailing: Should be sent in the original program created. Never send as a PDF
- Always include where to get more information

Additional Allowed inclusions:

- Videos
- Photos
- Links

Allowed Advertisers:

- **Affiliate**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- Just based on size

Frequency and Timing:

- You may only be in one 3-week cycle per event however
- "Save the Date" information can be published when the date is set.
- Event Specific invitation may be included in an additional cycle if the cycles are not back-to-back

Impact & Efficiency:

- These are a very good way to communication information, however they do not allow the person to engage with the material. People have to remember what was on the signage.

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Mass Announcement

Earliest Submission: Monday before weekend requested
Latest Submission: Thursday 5:00 pm before the weekend requested
Notes:

Must have inclusions:

- Announcements are limited to one sentence of content and then a location to find more information.
- Website references should be generic (for example: “on the parish website” instead of “www.???.com”)
- Sentence should be engaging and draw interest to what you are promoting.
- Do not ask questions in your announcement.

Additional Allowed inclusions:

-

Allowed Advertisers:

- Affiliate
- Departmental
- Diocesan
- Ministries
- News
- Parish-wide event
- Parish-wide initiative
- Program
- Sacraments

Restrictions:

- We do not allow more than 8 announcements in a single Mass. Please keep your Mass announcements to a minimum.

Frequency and Timing:

- You are only allowed one Mass announcement per stage of promotion (save the date, event reminder & last call)

Impact & Efficiency:

- Only reaches the individuals in Mass
- Most people don't hear what is said
- Have to rely on the inflection of the person reading
- Best if using in conjunction with a Common's Display because people are directed to the commons for more information.

Method of Scheduling:

- Direct email with all necessary images as attachments to mharkema@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Presentation at Mass

Earliest Submission:	Anytime
Latest Submission:	3 months prior to weekend requesting
Notes:	Mass presentations are extremely limited and require Pastor's approval (through the Director of Communications & Marketing)

Must have inclusions:

- A written request with all information must be submitted 3 months before requested date.
- Information must include: presenter name, presenter title, who presenter is representing, the purpose of the presentation, the requested length, the time of the Mass (typically this would be after the Post-Communion prayer) and what the presenter is presenting
- Any video or audio needs must also be clearly laid out
- Any presentation materials (handouts, video, slide shows, pictures, etc) must be included with the request.

Additional Allowed inclusions:

-

Allowed Advertisers:

-

Restrictions:

-

Frequency and Timing:

- What is presented at one Mass, but also be presented at all Masses for that scheduled weekend.

Impact & Efficiency:

-

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

MyParish App Push Notification

Earliest Submission: Anytime

Latest Submission: 3 days prior to requested date

Notes: This message is sent to all people who have registered with the MyParish App. It will come across their phone in the same manner a text message does with an alert notification.

Must have inclusions:

- Text: Maximum of 50 words
- Email address for responses and replies
- URL Link for more information
- Category (based on request form)

Additional Allowed inclusions:

-

Allowed Advertisers:

- Affiliate
- Departmental
- Diocesan
- Ministries
- News
- Parish-wide event
- Parish-wide initiative
- Program
- Sacraments

Restrictions:

- No more than 10 photos per event
- No more than 1 video per event
-

Frequency and Timing:

- You may schedule messages weekly, however the more frequent your request for one event, the less priority it becomes when scheduling other requests.
- A maximum of 1 post will be sent out, from all departments combined) per day

Impact & Efficiency:

- Great way to engage people with a quick call to action and reminder

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Newspaper (The Squire)

Earliest Submission: Anytime

Latest Submission: 2 months

Notes: Any cost associated with advertising in the newspaper is the responsibility of the requesting party

Must have inclusions:

- Photo or graphic
- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Heading
- Text
- If emailing: Should be sent in the original program created.
- Size specifications are based on The Squire. Please inquire about size and pricing before submitting request
- Parish Logo

Additional Allowed inclusions:

-

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

-

Frequency and Timing:

-

Impact & Efficiency:

- Only approximately 23% of people who receive a newspaper claim to have read it (although sources of this number vary)
- Only way to guarantee the information is presented to the entire community

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Parish Google Calendar

Earliest Submission: Anytime (As soon as you schedule the facility scheduler)

Latest Submission: 1 week

Notes: As soon as you schedule something on the Facility Scheduler your event is posted on the parish website. You can add more information to your event by completing a request.

Must have inclusions:

- Event Name (max 64 characters)
- Location– Physical Address
- Date
- Time (start and end)
- Contact Person
- Contact Email (and phone if desired)
- Description
- Key words (hashtags)
- Additional questions will be asked in the request form.

Additional Allowed inclusions:

- Any brochures or registration forms
- Photo or graphic

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

-

Frequency and Timing:

- You will only be added to the calendar once per specific event (date & time the same)

Impact & Efficiency:

- This is a great way to have all of your information easily located on the parish website and it automatically links to people who have subscribed to our calendar.

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Pew Card

Earliest Submission: Not allowed

Notes: In order to be completely flexible in our efforts of communication, we understand that there may be a need for this type of promotion. In the event that you feel it is imminent that you use this form of communication, please schedule a meeting with the Director of Communications & Marketing. Information, as well as a final copy of your requested insert, will be gathered and this matter will be discussed with the Pastor. In the event that this form is approved, the below requirement apply to your submission. You must schedule your meeting with the Director of Communications & Marketing one month prior to the requested date.

Must have inclusions:

- Max size is 4-1/4"x11", preferred as a vertical layout
- All pew cards must be printed on card stock
- If intended to be read at Mass, font size must be a minimum of size 14 font.
- 700 copies will be needed and must be generated using the copier of the department requesting, preferably either white paper and color print or color paper with black print.
- You are responsible for creating and designing brochure/flier

Additional Allowed inclusions:

- Please include a place where people can find more information

Allowed Advertisers:

Restrictions:

- There are no restrictions on layout or content as long as the content meets the requirements set forth by our church and our Catholic faith.
- You are required to obtain volunteers to put the pew cards in the pews
- This must be completed after Wednesday 4:00 pm but before Friday 4:00 pm (or when the office closes on that Friday if hours are varying due to holiday)
- You are also required to remove the pew cards after their final usage.

Frequency and Timing:

- If this method is approved, in writing, from the Director of Communications & Marketing you are only allowed one submission.

Method of Scheduling:

- Online fillable form located Under Forms/Parish Forms
- Schedule a meeting with Director of Communications & Marketing via email, phone or in person.

Impact & Efficiency:

-

School Friday Folder Email

Earliest Submission: Monday before the Friday requested

Latest Submission: Thursday 5:00 pm before the Friday requested, unless last day of school for the week is earlier in the week in which deadline is 5:00 pm the night before the last day of school for the week

Notes:

Must have inclusions:

- When sending format must be a PDF
- You are responsible for creating and designing brochure/flier
- Photo or graphic
- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Maximum size 8-1/2"x11", preferred as a vertical layout

Additional Allowed inclusions:

- Website or URL link
- How to register
- Cost

Allowed Advertisers:

- **Affiliate**
- **Community events**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- If a flier is being sent, it must be sent as a PDF
- If it is an announcement, please send in an editable file

Frequency and Timing:

- Is sent every Friday (or last day of school for the week)
- Please inquire at the school office with frequency

Impact & Efficiency:

- You only reach a certain number of parishioners (only those who attend OLC School)
- If you are looking to reach only that group, almost all of these emails are opened.

Method of Scheduling:

- Direct email with all necessary images as attachments to kvarner@olcparish.net or to mswartz@olcparish.net

TV Monitor-Commons & Holy Family Center

Earliest Submission: Any Time

Latest Submission: One week prior to date requested

Notes: Selection of TV Monitor does not automatically include Holy Family Center and Commons locations; you must request which monitors you would like at time of requesting.

Must have inclusions:

- Photo or graphic
- Date
- Time
- Heading
- Text
- When sending format must be as follows:
 - Created in Microsoft PowerPoint
 - Saved and converted to JPEG Interchange Format
- Where to find more information

Additional Allowed inclusions:

- Website or URL link
- As many graphics as you would like that are engaging

Allowed Advertisers:

- **Affiliate**
- **Departmental**
- **Diocesan**
- **Ministries**
- **News**
- **Parish-wide event**
- **Parish-wide initiative**
- **Program**
- **Sacraments**

Restrictions:

- Limit your text to as little as possible
- Viewers only have 10 seconds to read the messaging

Frequency and Timing:

- Will remain on the monitor for a minimum of one week-end and a maximum of one month

Impact & Efficiency:

- People do not really see these very well
- Sometimes they generate interest though

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Website Banner Image

Earliest Submission: Anytime
Latest Submission: 1 week prior to date requested
Notes: Website Banner images are limited to Parish-wide Initiatives only.

Must have inclusions:

- Director of Communications & Marketing will meet with necessary people and will design the banner image as needed. The banner image will link to the necessary additional information on the parish website.

Additional Allowed inclusions:

-

Allowed Advertisers:

- **Parish-wide initiative**

Restrictions:

-

Frequency and Timing:

- This is at the discretion of the Director of Communications and Marketing based on the nature of the banner image.

Impact & Efficiency:

-

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Website Page

Earliest Submission: Anytime
Latest Submission: 2 weeks prior to date requested
Notes: Please schedule a meeting with Director of Communications and Marketing.

Must have inclusions:

- Please schedule a meeting with Director of Communications & Marketing.

Additional Allowed inclusions:

-

Allowed Advertisers:

- Departmental
- Ministries
- Parish-wide event
- Parish-wide initiative
- Program
- Sacraments

Restrictions:

- Events will not be created using Website Pages– they should be created using Website Posts

Frequency and Timing:

- Your page will be created once, however can be edited at any time. Please follow update procedure at the end of this Manual for more information.

Impact & Efficiency:

- This is the most effective way to communicate ongoing programming and events that do not change often

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Website Post

Earliest Submission: Any Time

Latest Submission: 3 days prior to the requested date

Notes: Your post can be schedule at any time in the future. These are posted in order of event on the website page. Your post will be scheduled as Grow, Attend, or Give based on the post.

Must have inclusions:

- Photo or graphic
- Contact Person
- Contact Email (and phone if desired)
- Location
- Date
- Time
- Day of the week
- Heading
- Text

Additional Allowed inclusions:

- link to another site

Allowed Advertisers:

- Affiliate
- Community events
- Departmental
- Diocesan
- Ministries
- News
- Parish-wide event
- Parish-wide initiative
- Program
- Sacraments

Restrictions:

- Body Text is not limited, however only approximately 20 words will show on the main page. The remaining text can be read if they click on the link. The first 20 words are what is shown.
- You may have as many photos as you would like. If sending more than one image, please indicate which image is your featured image if you have a preference. The featured image is the one that will show on the main page.
- Font, color, placement in email, formatting and date email is sent to the parish is at the determination of the parish media coordinator. Suggestions are welcomed, however are not guaranteed.
- Category (Grow, Attend, Give) will be determined by the person who is updating the website.

Frequency and Timing:

- "Save the Date" information can be published when the date is set. This post will be deleted once actual post is received.
- Event Specific invitation and if information changes we can adjust it at any time.

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Impact & Efficiency:

- This is the best way to get your information on the front page of the website.

Welcome Table

Earliest Submission: Anytime

Latest Submission: Wednesday 5:00 pm for the weekend requested

Notes: You are welcome to put brochures or information on the Website Table in the commons. These brochures must be professional looking and contain all necessary information to contact the responsible person.

Must have inclusions:

- If you have brochures or information you would like displayed on the Welcome Table, please provide necessary copies to the Director of Communications & Marketing for review prior to placing them on the table.

Additional Allowed inclusions:

-

Allowed Advertisers:

- Affiliate
- Departmental
- Diocesan
- Ministries
- News
- Parish-wide event
- Parish-wide initiative
- Program
- Sacraments

Restrictions:

-

Frequency and Timing:

- Information and brochures are allowed to be on the table for up to one month prior to the event. Once the event has happened, please remove any fliers from the table.

Impact & Efficiency:

- Very few parishioners visit the Welcome Table to gather information
-

Method of Scheduling:

- Direct email with all necessary images as attachments to nwentworth@olcparish.net
- Online fillable form located Under Forms/Parish Forms

Website Update Procedure

If you need to make changes to a Website Page or a Website Post, please follow the procedure below.

For Major changes:

- Please print your website page or post and make notes on the page of changes
- Type all necessary text into a text document. When creating text file, please use printed copy of website page or post as a guide to reference how you would like it presented.
- Email Director of Communications and Marketing a scanned copy of the print out of the website page with your notes, the text file containing the new words for the website page and all necessary photos. You are welcome to reference existing photo (and do not need to resend them) on your printed page.
- Director of Communications and Marketing will acknowledge your email and let you know approximately when changes will be available for viewing. If there is confusion as to what you wish to happen, you will be contacted.
- If you would like a page asset similar to another page on the website, please include that in your notes. Please reference the page which has the asset desired.

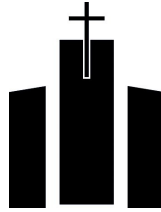
For Minor changes:

- In the body of an email to Director of Communications and Marketing include: the URL for the page or post you would adjusted, specific adjustments you would like made (including paragraph number if within a paragraph) and attach any necessary photos, links, or documents.
- Director of Communications and Marketing will acknowledge your email and let you know approximately when changes will be available for viewing. If there is confusion as to what you wish to happen, you will be contacted.
- If you would like a page asset similar to another page on the website, please include that in your notes. Please reference the page which has the asset desired.

Parish Logos and Color Guidelines

Our Lady of Consolation Parish

Acceptable Logos:



Acceptable Colors:

Color	CMYK	HEX CODE	RGB	PMS
BLACK	C= 0 M=0 Y=0 K=100	000000	R= 0 G= 0 B= 0	BLACK
WHITE	C= 0 M=0 Y=0 K=0	FFFFFF	R= 255 G= 255 B= 255	WHITE
BLUE	C= 82 M=37 Y=0 K=26	2076BB	R= 32 G= 118 B= 187	PMS 300C

Parish Logos and Color Guidelines

Our Lady of Consolation Education Foundation

Acceptable Logos:



Acceptable Colors:

Color	CMYK	HEX CODE	RGB	PMS
BLACK	C= 0 M=0 Y=0 K=100	000000	R= 0 G= 0 B= 0	BLACK
WHITE	C= 0 M=0 Y=0 K=0	FFFFFF	R= 255 G= 255 B= 255	WHITE
BLUE	C= 82 M=37 Y=0 K=26	2076BB	R= 32 G= 118 B= 187	PMS 300C

Parish Logos and Color Guidelines

Our Lady of Consolation School

Acceptable Logos:



Acceptable Colors:

Color	CMYK	HEX CODE	RGB	PMS
BLACK	C= 0 M=0 Y=0 K=100	000000	R= 0 G= 0 B= 0	BLACK
WHITE	C= 0 M=0 Y=0 K=0	FFFFFF	R= 255 G= 255 B= 255	WHITE
GOLD	C= 0 M=23 Y=84 K=1	FDC329	R= 253 G= 195 B= 41	PMS 123C