

# COMMUNICATIONS PLANNING



**Bonhomme  
Presbyterian Church**

Love God, Love People,  
and Make Disciples of Jesus Christ

Please review the information below before completing a *Communications Request Form (CRF)*. Our goal is to steward Church resources wisely while providing clear, effective, and equitable support for ministries across Bonhomme. We appreciate your partnership and look forward to helping you share what God is doing through your ministry!

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## Promotional Tiers

All requests will be categorized within one of the following **Promotional Tiers** and assigned the appropriate promotional communication channel(s) when balanced with other promotions of the Church.

### Tier One

This Promotional Tier is for the events and engagements that are estimated to impact at least 50% of the total Church body and/ or likely to have a wide draw.

Available, but not guaranteed:

- Bonhomme Blast
- Bulletin / Handout
- Custom Email Blast
- Inside banner
- Outside banner or signage
- Promotional Flyer or Postcard
- Promotional Table (Kilby Commons / Steffen Hall Lobby)
- Social Media Post
- Sunday Announcement from the front of the Church Service
- Website (Event Only)

### Tier Two

This Promotional Tier is for major ministry events that impact a significant amount of the Church or the community. May target all of one ministry – all women, all men, or all students – but has a narrower draw than Tier One.

Available, but not guaranteed:

- Bonhomme Blast
- Bulletin / Handout
- Inside banner
- Promotional Flyer or Postcard

Subject to availability:

- Outside banner or signage
- Promotional Table (Kilby Commons / Steffen Hall Lobby)
- Social Media Post
- Sunday Announcement from the front of the Church Service
- Website (Event Only)

### Tier Three

This Promotional Tier is for recurring ministry events, meetings, interest groups, or other events that target a narrower group of people.

Can be requested, but subject to availability:

- Bonhomme Blast
- Bulletin / Handout
- Promotional Flyer or Postcard
- Promotional Table (Kilby Commons / Steffen Hall Lobby)

# TIMELINES FOR SUBMISSION

Below, you will find the timelines for submitting a Communications Request Form (CRF). Requests submitted after these deadlines will be accommodated when possible, but may receive reduced promotional support or fewer communication channels due to the need to balance all Church Communication requests.

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## Tier One

- Eight weeks before the first promotional date.
- These requests often involve multiple communication channels, custom graphics, possible banners, posters, email campaigns, website updates, social media, and Sunday announcements, as well as outside vendor(s).

## Tier Two

- Four weeks before the first promotional date.
- This timeline allows for design, revisions, printing, and a multi-week promotional schedule.

## Tier Three

- Two weeks before the first promotional date.
- Less lead time is needed, but enough time is required to fit into the various Church communication channel schedules.

**QUESTIONS? CONTACT JENNIFER STOCKS-MERSINGER,  
DIRECTOR OF COMMUNICATIONS, AT [JSMERSINGER@BONPRES.ORG](mailto:JSMERSINGER@BONPRES.ORG)**

# COMMUNICATION CHANNELS

Below is a list of communication channels that may be used when communicating events and engagements at Bonhomme Presbyterian Church. Please note that channels are selected based on the Promotional Tier of the event or engagement; however, the utilization of any of the channels is not guaranteed and will be balanced with all other Church promotional requests.

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## **Bonhomme Blast**

Church-wide Email sent out weekly on Friday mornings. Includes announcements for upcoming activities, events, and opportunities.

## **Bulletin / Handout**

Sunday bulletin in Traditional Worship and/or handout in Modern Worship. Includes announcements for upcoming activities, events, and opportunities.

## **Custom Email Blast**

This is a stand-alone Eblast sent to our Church email list.

## **Inside Banner**

Inside banner, hung outside the Sanctuary, in Steffen Hall Lobby, or in Kilby Commons, or an 8ft standing banner. The Director of Communications will design, and printing costs will be assigned to the ministry.

## **Outside Banner or Signage**

An outside banner (48"x 96") or signage designed by the Director of Communications to highlight an event or sign-up/drop-off area. Printing costs will be assigned to the ministry.

## **Poster**

A 24"x36" poster displayed in Kilby Commons, outside of the Sanctuary, and/or Steffen Hall for promoting an event or activity. Designed by the Director of Communications and printed by an outside vendor. Printing costs will be assigned to the ministry.

## **Promotional Flyer or Postcard**

A full-color half-page flyer or a full-color card designed by the Director of Communications and used for promoting an event or activity. Printed either in-house or by an outside print vendor. Printing costs will be assigned to the ministry.

## **Promotional Table**

A table reserved for promotional materials or registration in one of the common areas: Kilby Commons, outside of the Sanctuary, or Steffen Hall.

## **Sunday Announcement from the Front of Church Service**

A verbal announcement from the front of the service. Includes an informational slide on front screens in Modern Worship.

## **Social Media Post**

Image or video post on Facebook and/or Instagram.

## **Website (Event Only)**

A block of text accompanied by an image on the front page. Includes title, description, and link to register.