

Communication & Marketing SOP

Department: Communications / Marketing

Applies To: All church-wide and ministry-led events

Effective Date: [Insert Date]

Review Cycle: Annually or as needed

1. Purpose

The purpose of this SOP is to provide a clear, consistent, and scalable process for communicating and promoting church events. This system ensures the right level of visibility, preparation, and resourcing based on event impact while maintaining brand clarity and operational efficiency.

2. Scope

This SOP applies to:

- Church-wide events
- Ministry-specific events
- Ongoing programs and recurring gatherings

All events must be categorized into **Tier 1, Tier 2, or Tier 3** prior to promotion.

3. Event Tier Definitions

Tier 1 – Church-Wide Events

Definition: Events impacting **80% or more of the church** and requiring maximum visibility and engagement.

Examples Include:

- Vision Sunday
- Easter / Good Friday Services
- Freedom Fest
- Missions Weekend

- Fall Fest
 - Christmas Fest
 - Serve Day
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Tier 2 – Ministry Events

Definition: Events serving specific ministries, age groups, or teams, requiring moderate promotion.

Examples Include:

- Christmas Eve Services
- Girls Night / Guys Night
- Parents Night
- Dream Team Nights
- Mission Trips
- Baptisms
- Welcome Lunch
- Conferences
- Volunteer Christmas Party

Annual Ministry Events:

- **Kids (3/year):** Sports Camp, Jumpin' June, Child Dedications
 - **Youth (3/year):** Fall Retreat, Back to School Sunday, YTH Conference
 - **Young Adults (3/year)**
 - **55+ Ministry (3/year)**
 - **FMCS (3/year):** Graduations, Productions, School Enrollment
 - **CAA (3/year):** Recitals, Semester Enrollment (Spring/Fall)
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Tier 3 – Ongoing & Smaller-Scale Events

Definition: Recurring or lower-impact events requiring basic, consistent communication.

Examples Include:

- Sermon Series
- First Wednesday
- Men's Breakfast
- Connect Group Launch
- Training Nights
- Youth EP Nights

4. Communication Deliverables by Tier

Tier 1 Communication Requirements

Timeline: Begin 6 weeks prior to event date unless otherwise noted.

Required Deliverables:

- Website & App (Events page + Main page feature)
- Teaser video for Social Media & Video Announcements
- Facebook Event
- Weekly Newsletter feature (6 weeks out)
- Printed materials (invite cards, decals, yard signs, etc.)
- Marquee / Digital Signage
- Service walk-in slides
- On-campus promotional screens (Foyer Columns, Portico TVs)
- Paid social ads & targeted marketing campaign

Post-Event:

- Social media recap video (week following event – preferably Monday)
- Monthly Email Newsletter promo & recap (2nd week of the following month)

Optional / Not Active by Default:

- Individual email blast (4 weeks prior)
- Bathroom signage (4 weeks prior)
- Text campaigns (4 weeks prior)
- Individual event landing page (4 weeks prior)

Tier 2 Communication Requirements

Timeline: Begin 4 weeks prior unless otherwise noted.

Required Deliverables:

- Website & App (Events page)
- Weekly Newsletter feature
- On-campus promotional screens
- Video Announcements (2 weeks prior)
- Facebook Event (2 weeks prior)

- Monthly Email Newsletter promo & recap (2nd week of the following month)

Optional / Not Active by Default:

- Bathroom signage
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Tier 3 Communication Requirements

Timeline: Begin 2 weeks prior.

Required Deliverables:

- Website & App (Events page)
- Weekly Newsletter feature
- Video Announcements
- Facebook Event
- On-campus promotional screens
- Monthly Email Newsletter promo & recap (2nd week of the following month)

Optional / Not Active by Default:

- Bathroom signage
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5. Roles & Responsibilities

Event Owner (Ministry Lead)

- Submit event request by required deadline
- Confirm event tier with Communications Team
- Provide all event details and approvals on time

Communications Team

- Assign event tier
- Build and schedule all communication deliverables
- Maintain brand, messaging, and timeline consistency

Creative Team

- Produce graphics, video, and print materials
- Deliver assets by established deadlines

6. Event Submission Deadlines

- **Tier 1:** Minimum 8 weeks before event
- **Tier 2:** Minimum 6 weeks before event
- **Tier 3:** Minimum 4 weeks before event

Late submissions may result in reduced promotion.

7. Review & Optimization

- Monthly review of communication effectiveness
- Post-event evaluation for Tier 1 & Tier 2 events
- SOP reviewed annually for updates or improvements