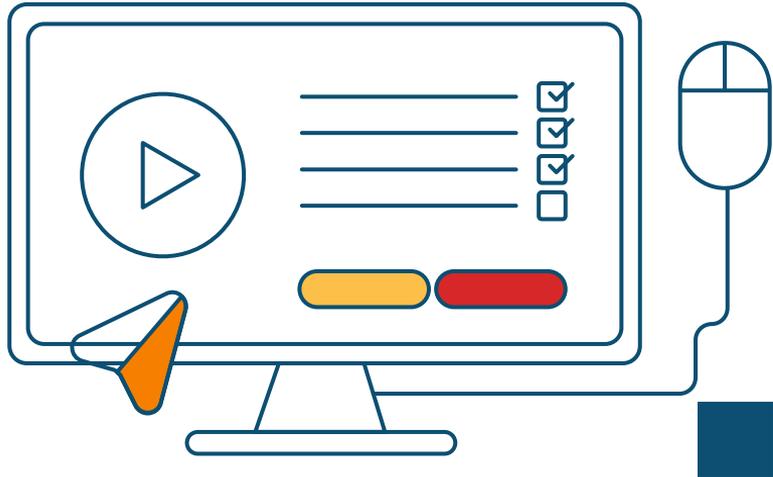




Jefferson Unitarian Church Communications Guide

Updated

Fall 2022





Introduction

The following guide is a tool for established groups at Jefferson Unitarian Church to use to maximize the promotion of their programs and events.

JUC's Communications Manager, Darcy Stanton, is available to help plan individual marketing strategies at darcystanton@jeffersonunitarian.org and 303-475-5707. Please reach to to her directly with any and all questions about marketing and promotions at JUC.



Table of Contents

03

Current Groups

Who has access to
Communication
Channels at JUC

04

Reach

Who sees each
form of
communication

05

Audience

Congregation
Snapshot

06

Communication Channels

Authorized
methods of
communicating

10

Calendar Form

One stop event
scheduling

11

Sample Marketing Timeline

Maximize event
promotion

Current Groups with Access to Communications Channels

Adult Faith

- Wellspring
- Small Group Ministry
- Reflections on Race
- Families of Color

Fundraisers

- Auction
- Craft Faire

Affinity Groups

Pastoral Care

- JUC eHelpers
- Pastoral Care Programming
- Pastoral Care Team
- By Your Side Singers
- Caregiver Support Group

Spiritual Practice Groups

- Blue Mountain Meditation
- Mindfulness Meditation
- UU Liberal Christians

New Here

Music Ministry

- Choir
- Children's Choir
- Handbells

Families

- Youth Faith Programming
- Family Events

Leadership

- Board of Trustees
- EMGT
- Family Ministry Team
- Leadership Nominating Committee

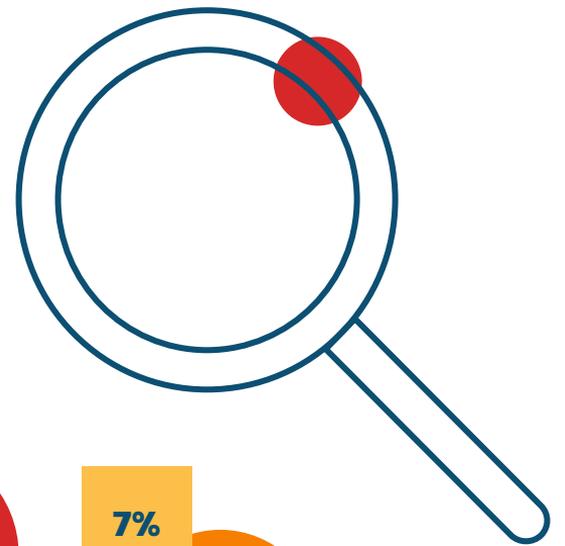
Justice Council

- JUC CAN
- Food & Nourishment Task Force
- Green Task Force
- Housing and Poverty Task Force
- UU the Vote

Picnic

Audience

Our congregation at-a-glance



21%

**Youth Under
the age of 18**

21%

Working Families

36-65

Has kids at home
under the age of 18
Active in their
careers

8%

**Golden
Circle
Retirees**
80+

7%

**Young
Adults**
22-35

20%

**Early Stage
Retirees**
65-80

13%

Working Adults
36-64
Includes Never Married
and Empty Nesters
Active in their careers

4%

**Emerging
Adults**
18-22

Official Church Publications

IGNITE Newsletter

General Information: Published last Monday of each month by email.

Ministers and staff contribute articles about the monthly theme and other important church happenings. All church members are encouraged to write articles about their experience at JUC. Articles will be published/edited at staff discretion. Issues available [online](#).

Content: IGNITE is the “magazine” of JUC, with articles typically not exceeding 400-500 words.

Deadline: Newsletter articles are due the Monday prior to publication by 11 a.m.

Submissions: Email submissions to darcystanton@jeffersonunitarian.org

Weekly Connection Email

General Information: Published every Wednesday by email and [online](#).

Content: Highlights upcoming service, shared ministry opportunities, and event announcements.

Deadline: Weekly Connection announcement are due each Monday by 11 a.m.

Submissions: Email submissions to darcystanton@jeffersonunitarian.org or fill out [Calendar Request Form](#).

Website <http://www.jeffersonunitarian.org>

General Information: The website is the hub for all information about Jefferson Unitarian Church. Answers to many questions can be found there, and it is an excellent vehicle for communicating within our community as well as to the public at large. Full Sunday services are all streamed live from the site each week. Maintained by Darcy Stanton, Communications Manager. Groups are responsible for monitoring their pages and sending change/update requests.

Specific areas of interest:

- [Calendar](#)
- [Sign Up Site](#) - Listing of all active sign ups for events. Group leaders are encouraged to run sign ups for their events through JUC’s Sign Up Genius subscription. Office support available for building and maintaining lists.

Sunday Morning



Spoken Pulpit Announcements

Pulled directly from Weekly Connection announcements. Spoken announcements are given during service at Minister discretion.

Digital Announcements Slides

Pulled directly from Weekly Connection announcements. Events that have been scheduled and advertised with appropriate lead time will have a digital graphic designed in-house. The slide graphic will be played as part of the pre-service slideshow and will be on the three electronic display screens in the main common areas of the church.

Information Tables (on campus only)

Church groups may host information tables in the commons on Sunday mornings. Requests are made through the [calendar form](#). A team member should be present at the table to talk with people interested in the program/project. Tables requested with enough lead time will have access to an informational easel designed in-house. Unattended informational easels are allowed but must be reserved through the calendar request form.



Program Spotlight Bulletin Board (on campus only)

Standing church groups have the opportunity to be featured with a program spotlight once annually. The spotlight will feature a member testimonial, in-house designed graphics, and information about joining the group and future programming. The schedule will be maintained by Katie Edwards, Membership & Adult Faith Coordinator.

Electronic Sign on 32nd Avenue (on campus only)

Very limited use in special circumstances. At staff discretion



Email



Member 2 Member Google Group (member2member@jeffersonunitarian.org)

Moderated emails sent by members to all registered users. Emails must be about church activities. Emails will be approved/rejected within 48 hours of being sent. Messages sent after noon on Friday may not post until the following Monday. Users must be registered in the group to send messages to the group. [Subscribe online](#)

Google Group Group email lists

Groups may build and maintain their own email lists using JUC's Google Groups account.

Social Media



Virtual Commons Facebook Group (facebook.com/groups/jucvirtualcommons)

Private Facebook Group of JUC Members and Friends. Can be used to announce church events but also services as a virtual coffee hour/community bulletin board space for community conversation. Posts are moderated by staff.

Facebook (www.facebook.com/JUCGolden/)

Twitter (@JUC_CO)

Instagram (@jeffersonunitarianchurch)

These three public-facing accounts focus on inspiration around the monthly theme. Content is developed and posted by staff.



Prohibited Communication Methods

Recruitment in front of the church

The entrance of JUC should be a welcoming, safe space. Approaching people as they enter to get them involved in activities, groups, or programs is not allowed.

Soliciting in the commons

Conversations in the commons or on the patio about upcoming events are allowed, but polite, nondisruptive behavior is expected. It is prohibited to recruit children directly. As a large church, introductions are often necessary. A brief “Have you heard about...” and a “Would you like to know more about...” are helpful. If someone isn’t interested, thank them for their time and move on.

Flyers/posters

Flyers/poster may not be posted on the glass adjacent to doors of either the main building or the Mills Building. Flyers may not be posted on vehicles parked in the parking lot.

Calendar Form



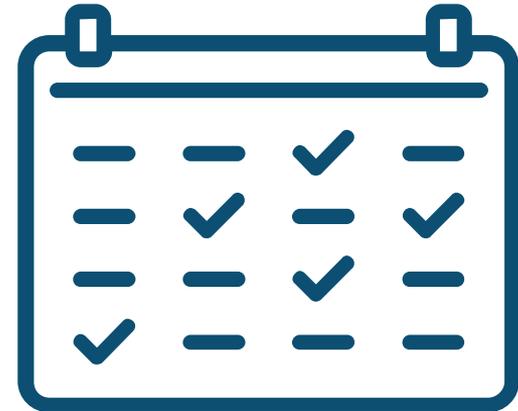
One stop scheduling at JUC

jeffersonunitarian.org/blog/calendar/

Fill out this calendar request form to access JUC's resources for your events, activities, and gatherings. Please fill this out, the earlier the better. We can ensure marketing support to requests filled out 6 weeks in advance. Requests filled out within two weeks of the event may only be able to be listed in the Weekly Connection.

The form allows you to pick the following options for your event:

- Physical or virtual meeting space
- Weekly Connection Announcements
 - With appropriate lead time, this will include digital graphics and potential inclusion as spoken pulpit announcement
- Sign up/registration form support
- Ticketing
- Tabling in commons



Sample Marketing Timeline



Maximize event promotion

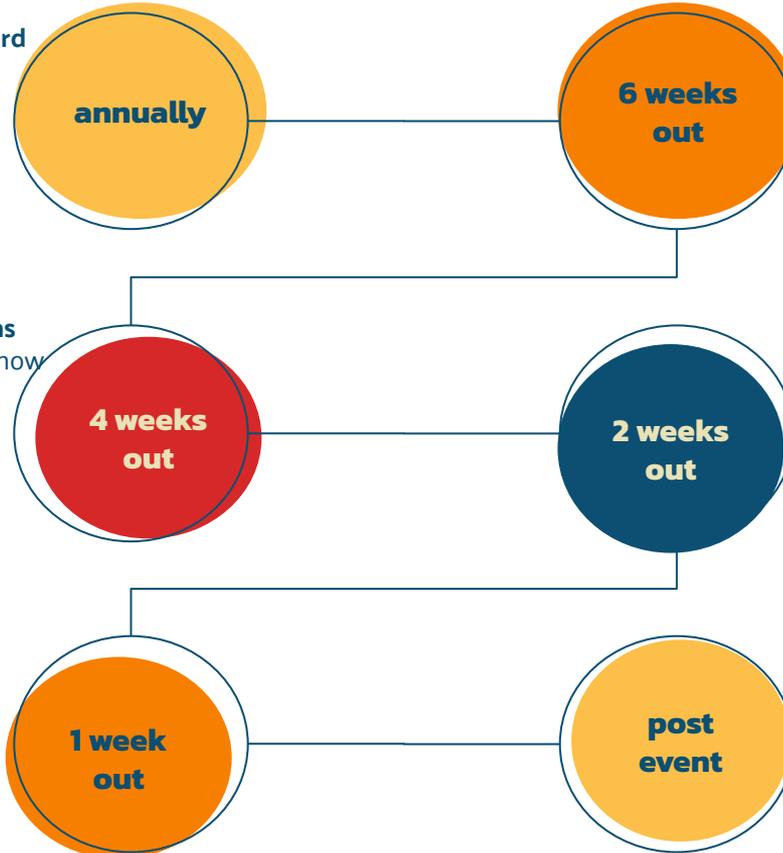
Schedule Program Spotlight Bulletin Board
Recruit team member to write thoughtful testimonial



Weekly Connection Announcement Begins
Digital slide is included in pre-service slideshow and on electronic display screens



Send Last-Minute Reminders
Email Member2Member
Google Group and post to Virtual Commons Facebook Group



Complete Calendar Request Form
Include advertising text, request for table, and sign up support

Table on Sundays
Host in-person conversation about your event, aided by easel display



Submit IGNITE Article
Show the impact of your event and promote future happenings by writing an article featuring the event