

Jefferson
Unitarian
Church



Communications Guide



Updated

Winter 2026

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, Ray Grosser, is available to help plan individual marketing strategies at ray@jeffersonunitarian.org. Please reach to to Ray directly with any and all questions about marketing and promotions at JUC.

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Maximize event promotion

Current Groups with Access to Communications Channels

Leadership Groups

- Board of Trustees
- Shared Mission Team
- Leadership Nominating Committee
- Racial Justice Team
- Spiritual Companions
- FE Curriculum Team
- Family Ministry Team

Identity Groups

- Dads Group (WOMBATS)
- Moms Group
- Queer Identity Group
- Families of Color

Ministry Groups

- Membership
- Pastoral Care
- Meal Ministry
- Shared Ministry
- Choir/Youth Choirs
- FE Teachers/Advisors
- JUC CAN
- Food & Nourishment Task Force
- Green Task Force
- Housing and Poverty Task Force
- UU the Vote

Fundraisers

- Auction
- Craft Faire

Small Groups

- Wellspring Sources
- Going Deeper
- By Your Side Singers
- Ringers
- Grief Group
- Caregiver Support Group

Spiritual Practice

- Mindfulness Meditation
- UU Liberal Christians
- CUUPS
- Tai Chi
- Yoga

Shared Interest Groups

Reach

	Weekly Connection Email	IGNITE Newsletter	Website	Calendar	Spoken Pulpit Announcements	Digital Announcement Slides	Events Bulletin Board	Information Table	Member2Member Google Group	Virtual Commons Facebook Group	Electronic Road Sign	External Facing Social Media
Digital/Online												
On Campus												
Direct -to- Congregation												
Community Outreach												

Audience

Our congregation at-a-glance



24%

**Youth Under
the age of 18**

27%

**Early Stage
Retirees
65-79**

2%

**Young
Adults
18-35**

12%

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

14%

**Golden Circle
Retirees
80+**

21%

**Working Families
36-64**
Has kids at home
under the age of 18
Active in their
careers

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 am.

Submissions: Email submissions to darcy@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 am.

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

Website 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.

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. Tables scheduled with appropriate lead time will have custom easel provided.

Events Bulletin Board (on campus only)

Pulled directly from Weekly Connection announcements. Events that have been scheduled and advertised with appropriate lead time will have a custom poster designed in-house.

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/)

Instagram (@jeffersonunitarianchurch)

These 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, non disruptive 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

Plan Group Event Calendar

Work with group members to thoughtfully schedule events throughout the year

annually

6 weeks out

Complete Calendar Request Form

Include advertising text, request for table, and sign up support

Weekly Connection Announcement Begins

Digital slide is included in pre-service slideshow and on electronic display screens. Poster appears on Events bulletin board

4 weeks out

2 weeks out

Table on Sundays

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



1 week out

post event

Submit IGNITE Article

Show the impact of your event and promote future happenings by writing a article featuring the event



Send Last-Minute Reminders

Email Member2Member Google Group and post to Virtual Commons Facebook Group