

FOX VALLEY CHURCH

COMMUNICATION GUIDELINES AND BEST PRACTICES

Communication Matters

Emails, social media, and conversation are all opportunities to represent our church, leaders, and, ultimately, Christ. It's worth our time and effort to communicate with excellence and clarity.

Good Communication Removes Roadblocks

Whether it's getting people to participate in an event or just visiting Fox Valley Church for the first time, communication can help us reach our goals. These values, best practices, and guidelines are here to help remove obstacles that might get in the way of people taking their next step with Fox Valley Church and, ultimately, their next step toward Jesus.

COMMUNICATION PRIORITY GRID

New for the 2023 - 2024 fiscal year, the Communications Department will serve each ministry on two "A or B" category (see the communication priority grid below) ministry events each fiscal year. Using the communication priority grid, the Communication Director will work with individual Ministry Leaders to decide on which events. *

This handbook provides Ministry Leaders with the tools and resources needed to complete the remainder of their communication needs for other ministry events. This process empowers Ministry Leaders to produce communication pieces on their timelines, utilizing Fox Valley Church's approved guidelines and best practices.

	APPLIES TO MAJORITY	APPLIES TO HALF OR LESS	
BIG POTENTIAL IMPACT	A	B	-Expect 75 or more attendees. -Major ministry onramp. -New ministry launch.
SMALL POTENTIAL IMPACT	C	D	-Expect less than 25 attendees. -Niche ministry/event. -Ongoing ministry environment.

-All church

-Men and women

-All demographics

-Targeted stage of life

-Multiple Interests

-Specific interests

*The table below is a model of services offered by the Communications Department for those two ministry events per fiscal year.

	A	B	C
STAGE ANNOUNCEMENT	3 & 2 WKS BEFORE IF ROOM AND TIME	1 WEEK BEFORE IF ROOM AND TIME	
LOOPING SLIDES	MONTH OF EVENT	MONTH OF EVENT	
FRIDAY EMAIL	FEATURE, BY PASTOR	FEATURE, BY COMM. DIRECTOR IF ROOM AND TIME	FIRST OF THE MONTH
EVENT TILE ON APP / WEB	6 WEEKS BEFORE ON MAIN PAGE	4 WEEKS BEFORE ON MAIN PAGE	4 WEEKS BEFORE ON GROUP PAGE
SOCIAL MEDIA	2-4 POSTS MONTH OF EVENT	1-2 POSTS, 1-2 WEEKS PRIOR	IF ROOM AND TIME
FLYERS		CAFE IN MONTH OF EVENT [COMM DEPT. PRINT]	CAFE IN MONTH OF EVENT [SELF-PRINT]
BULLETIN	INSIDE FEATURE	INSIDE BLOCK	BACK PAGE TEXT

Communication Services

- **Stage Announcement**
A verbal announcement from the stage during the “announcement segment.”
- **Looping slides**
Running preservice in the worship center and the café.
- **Friday Email**
Email newsletter sent Fridays via Mailchimp. (See next page for more.)
- **Event Tile on App / Web**
An image, text, registration, and date/time on the events tab of our app.
- **Social media**
Image or video post on Instagram or Facebook.
- **Flyers**
Quarter sheet handout on cardstock.
- **Bulletin**
8.5x14 full-color bulletin of events and initiatives, available monthly in foyer.

COMMUNICATION TOOLS & RESOURCES

Canva Pro Team: Canva is a user-friendly graphic design platform for social media graphics and presentations. It is easy to use, and you don't need a background in design to succeed.

- Ministry Leaders will be invited by the Communications Department to join Fox Valley Church's Canva Pro Team. If you haven't received your invitation, please email lawson.e@foxvalleychurch.org and ask to join.
- Event images pre-designed by the Communication Department will live in Canva Pro Team and be available for use.
- Ministries can use Canva Pro to design
 - Handouts for distribution in the café during the month of their event
 - Shareables to post on personal social media / text as invitation

Print Services: Ministry Leaders can design event flyers to be printed and cut by the office. The office can accommodate two sizes:

- Quarter Sheet Cards (Cardstock): The office can print Quarter Page front & back (4.25 x 2.75 inch) cards to distribute for event promotion.
- Full Page: The office can also print Full Page front-side only (8.5 x 11) signs for a plastic display holder.
- Print Process: Ministry Leaders should send PDF files to Carol at Dembkowski.c@foxvalleychurch.org by the Tuesday before distribution, with requested number of prints.

Facebook Groups: Facebook groups must be requested and approved by the Communications Department. The Communications Department will help set up your page to ensure it's done on brand and is linked to Fox Valley Church.

- The group's Ministry Leaders will moderate all Facebook groups.
- Before any Facebook groups are active, the responsible Ministry Leader must read the following two documents:
 - [Fox Valley Church's social media policy](#)
 - [Addendum from Social Media to Social Ministry, Chapter 7](#)

Friday Email: The Friday email aims to connect facts and events with the heart of Fox Valley and to give the body opportunities to hear from Ministry Leaders and staff. [View the policy here.](#)

STYLE GUIDE

[View our branding and style guide here.](#)

In-House vs. Out-of-House

- In-house material is communication that is going to current church members or attendees. This communication does not need to be approved by the Communications Department, given it follows these guidelines:
 - DON'T use clip art.
 - DON'T use copyrighted graphics. (Don't steal from Google.)
 - DO use Canva for design templates and free images.
 - DO refer to Pexels.com or Unsplash.com for other free stock images.
 - DO ask the Communications Department for specific church-related images. (We subscribe to LightStock, and can download them for you.)
- Out-of-house material is communication going to people outside of our church. The Communication Department must approve this communication.
 - DON'T order apparel with our logo without approval from the Communications Department. (This goes for both in-house and out-of-house communication.)

App vs. Website

- The website is for outsiders checking out Fox Valley Church. Therefore, not every ministry event belongs on the website.
- The app is for insiders who call Fox Valley Church their home.
 - The new Groups feature on our app will cater specifically to Men's, Women's, YAH, and Student groups at Fox Valley. This will act as a "hub" for these Ministries' event information and direct contact information.

MINISTRY NAMES AND LOGOS

Following is the correct usage and spelling for all Fox Valley Church ministries.

- Men's Ministry
- Women's Ministry
- Young at Heart (YAH, on second reference)
- Catalyst Student Ministry (outside language)
 - Student Ministry (inside language)
 - NOT Youth Group
 - NOT Student Ministries
- Journey Land (two words)
- Communications Department
- Worship Ministry
 - Worship Center, not sanctuary
 - Foyer, not lobby or narthex
- Connect Central
- First Impressions Team (FIT, on second reference. Note it's not FIT Team.)
- Prayer Life Team

Following is the correct usage and spelling for Fox Valley Church partner ministries.

- TLC Pregnancy Services
- Administer Justice
- Refuge for Women
- Replanted
- GriefShare

COMMUNICATION GUIDELINES FORM

Please read, sign, and return this form to the communication department for fiscal year 23-24

I, _____, (Ministry Leader first and last name) confirm that I have read and understood the "Communication Guidelines." I agree to abide by the communication expectations when communicating on behalf of Fox Valley Church.

Ministry Leader signature

Date