

# COMMUNICATION LEVELS

Not every announcement or event should be marketed (or communicated) the same way. Some require more energy, focus, and marketing, while others need to be more targeted to connect with the right audience. (Marks: (✓) guaranteed, (?) if space/at the discretion of staff, (\*) only if requested

	Rapid or Repeat	Targeted	Community Focused	Ministry Highlight	High Priority	Citywide
Website/Event Calendar (central hub)	✓*	✓	✓	✓	✓	✓
Bulletin Announcements	?*	?	✓	✓	✓	✓
Weekly Email	?*	?	✓	✓	✓	✓
Social Media	?*	?*	✓	✓	✓	✓
TV Screens	?*	?*	✓	✓	✓	✓
Preservice Slides	?*	?*	✓	✓	✓	✓
Verbal Announcements				?*	✓	✓
First Press Newsletter	?*	?*	✓*	✓	✓	✓
Ministry Guide	?*	?*	✓*	✓	✓	✓
Printed Invitations/Ads		?*	?*	✓*	✓*	✓*
Mauzé Lobby Table			?*	?*	?*	?*



Communication Team Request Forms  
Online at [fpcsanantonio.org/staff-hub](https://fpcsanantonio.org/staff-hub)



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Each event or announcement request will be evaluated to determine the most effective promotional strategy to leverage the church's communication channels. The goal is to promote your information for at least 2 weeks - we need time before that to create & schedule your content! Communication Team Request Forms are online at [fpcsanantonio.org/staff-hub](https://fpcsanantonio.org/staff-hub).

## 1. Rapid or Repeat:

- **Lead Time:** at least 1 week, 2 weeks preferred
- **Scope:** Quick updates, repeating without major changes. Any submission under the 2 week deadline.
- **Examples:** Ash Wednesday Service, Literature Circle, 7-11 Middle School Night
- **Promotional Channels by request & space permitting:** Website/Event Calendar, Bulletin/Announcements, Social Media, Hallway Screens.

## 2. Targeted:

- **Lead Time:** at least 2 weeks, 4 weeks optimal.
- **Audience:** Events expecting fewer than 40 attendees, targeting specific groups, less than 25% of the congregation (e.g., small groups, specific classes & studies).
- **Examples:** Young Adult Trivia Night, Confirmation, 5th Grade Graduation, Mom's in Prayer, Music with Families
- **Promotional Channels by request & space permitting:** Website/Event Calendar, Bulletin/Announcements, Social Media, First Look Email, Hallway Screens.

## 3. Community Focused:

- **Lead Time:** 3-4 weeks
- **Audience:** Applicable to 1/4 - 1/2 of the congregation, events with an expected attendance of 40-100 attendees.
- **Examples:** Any larger ministry event not labelled as a Ministry Highlight - Christmas Parties, WOC Coffee, most serving opportunities
- **Promotional Channels:** Bulletin, Website focus, Social Media posts (2-3), Ministry TV graphics, First Look Email.

## 4. Ministry Highlighted:

- **Lead Time:** 4-6 weeks
- **Audience:** Primary Ministry Events (1-3 each semester) attracting 40-100+ attendees and/or applying to 1/3 - 3/4 of the congregation.
- **Examples:** Ladies Night Out, Men's Retreat, VBS, Advent Festival, PBS, Focus on Marriage Weekend
- **Promotional Channels:** Bulletin, Website front page, Social Media campaign, Ministry Guide, Preservice graphics.

## 5. High Priority:

- **Lead Time:** 6-8 weeks
- **Audience:** Churchwide events with over 75 participants, relevant to at least 80% of the congregation.
- **Examples:** Congregational Meetings, Z-Talks, Love SATX, Next 10 Events
- **Promotional Channels:** Multi-channel approach including Website front page, Social Media campaign, and extensive magazine features.

## 6. Citywide:

- **Lead Time:** 8-10 weeks
- **Audience:** City-level events with high visibility, open to the broader community.
- **Examples:** Easter/Christmas, Middy Noels, Kickoff, Alpha
- **Promotional Channels:** A comprehensive advertising strategy includes options for paid social media ads, local direct mail, and full branded experience.