

Christ UMC Publication Policy

Purpose: This policy is designed to standardize the procedures for the display or distribution of materials and information to the congregation and create a written procedure for the approval of these materials.

What information and publications does this policy cover? Any material that is to be displayed on the website, emailed to the congregation, handed out to the congregation, or displayed in the church or at church sponsored events must follow the approval procedures given below. In general, any item that will be seen by the overall congregation or will be viewed by the public must be approved.

Examples of items needing approval:

- Bulletin inserts (except sermon notes)
- Lobby displays or signs
- Signup sheets and new small group information sheets
- Advertising materials for para-church organizations (i.e. Habitat for Humanity, Missions, etc.)
- Permanent signs for ministry spaces or tables visible to the general congregation.
- Semi-permanent signs in the church lobby.
- Outdoor signs for the church.
- New newsletters and design revisions of newsletters.
- Ministry specific flyers available for the entire congregation.
- Website and bulletin submissions.
- Banners or signs for use church-sponsored events.
- Email being distributed to the general body or overall lay leadership of the church.

Examples of items that don't need general approval:

Please note that although the items below do not require a general church approval before they are displayed, items that apply to a specific ministry area may require approval by that ministry leader. Contact your ministry leader if you have any questions.

- Any item that is used within a small group or specific ministry team.
- Private or ministry related emails or letters.
- Signage in the children's ministry, tech team, worship, or other areas that is not seen by the general congregation.
- Ongoing ministry newsletters (First edition must be approved.)
- Any life group communications.
- Signs for specific ministry use in lobby not visible to the congregation.
- Any item used during a worship or teaching experience.

What if I don't know whether I need approval? Any question of approval should be addressed before your material is printed or emailed.

Approval Processes by Item Type:

- **Emails:** Please forward the email to the Director of People Connections one business day before the email is to be sent to the congregation.
- **Website Announcements:** Submit all requests to the Director of People Connections three business days before the item is to be displayed on the web site.
- **Bulletin Submissions:** All bulletin submissions should be sent to the Director of People Connections by 5:00 on the Tuesday before publication. Actual publication is determined by ministry need and availability.
- **Lobby Displays, Brochures, and Other Printed Materials:** Please provide copies of any materials and ideas to the director of people connections 7 days before display of materials.



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Lobby displays will be scheduled for a period of time based on ministry needs and availability.

- **Permanent Signs:** Requests for permanent signs must be applied for through the Director of People Connections 3-6 weeks prior to the sign being created. Staff or 5L leader approval is needed for the creation of permanent signs.
- **Material Distributed to the Public:** Any material distributed to the public representing Christ UMC or a sponsored ministry of Christ UMC should be submitted to the Director of People Connections 7 days prior to the date the materials are to be printed.
- **Marketing Materials for Design:** All marketing materials that need to be designed by the Christ UMC marketing teams need to be submitted 2-6 weeks prior to printing. All marketing projects require the approval of the Director of People Connections.

What are the requirements for approval?

All approval submissions are evaluated on the following criteria:

- Does it honor God?
- Does it contradict our church mission?
- Does it ultimately promote Jesus and/or the purposes of the church?
- Does it make sense?
- Is the information about our church correct?
- Does the design conflict with deliberate marketing programs in place?
- Does it fairly represent our church as those who give to God their first and best in everything?

What happens if a request is denied?

A detailed explanation of why individual requests are denied is available upon request. All questions should be directed to the Director of People Connections.

