

Zion Baptist Church, Portsmouth, VA
MARKETING MINISTRY GUIDELINES
Event Advertisement

ADMINISTRATIVE

- a) Marketing Request for event advertisement should be submitted via a **Marketing Request Form**. The form can be completed online on the church's website or downloaded. The form is also available from the church office.
- b) All events requesting circulation and advertisement services via ZBC marketing shall be first approved by the church office. This may include an approved facility request form, (*if applicable for ZBC building/resource needs), and provides all other details that solidifies confirmation of your event.
- c) ZBC Marketing will only advertise an event AFTER they have received approved authority from the church office.
- d) No event shall be circulated via public advertisement through any other resources, without the expressed approval of the Church office/Pastor.
- e) When applicable, the ZBC Facility Use Forms are available via the church website (zionbaptistva.com) as well as the church office. Contact the church office for details on: 1)how to obtain the form from the website, 2)how to complete the on-line form, or 3)to obtain an emailed or hard-copy of the copy of the form. (email: churchoffice@zionbaptistva.com)
- f) All flyers created for ZBC events must be neat and professional with brand quality, or they risk being returned for revision.
- g) Approved, Copy-Ready flyers can be sent for advertisement via email to: zbc.marketing@zionbaptistva.com.
- h) Organizations should not expect ZBC Marketing to automatically be aware of your upcoming event. It is Your Responsibility to provide marketing all of the details of your event in the timeframes delegated for each resource, if it is to be advertised.
- i) **Early Advertisement of your event is Always encouraged**, providing ample time for public responses resulting in greater participation. The earlier, the better.

ZBC MARKETING RESOURCES

The following listing is the current services/resources that ZBC marketing provides for advertisement of pre-approved church activities/events:

1) CHURCH WEBSITE

This involves advertisement of your event on the church's website. A "Copy Ready" Professional flyers/ad may be placed on the church's website (zionbaptistva.com) for advertisement. Although it is not the sole responsibility of the ZBC multi-media ministry to create ministry flyers for ministries and committees, members may be able to consult with the

ZBC multi-media team and request assistance in the creation of a professional flyer. The final flyer must also be approved by the church office before forwarding to the Marketing ministry for advertisement.

Generally, if there is an existing flyer/advertisement created for the church's JUMBO Screen presentation, the same flyer may be used for the church's website. Unless the ad is a basic "SAVE the DATE" reminder, the Flyer must contain complete information about the event inclusive of: Church Logo, Event name, Date, Time, Location, Cost, POC, church website, deadline for event tickets (if applicable) and any other detail that provides more clarification of the event. The requester can also create a "sign-up or ticket purchase" function via the church's website. If utilizing this function, all financial details of allocating funds received via the website must be coordinated with the ZBC finance team, covering details about obtaining the funding, assigning tickets, ("will-call" / pick-up) and ensuring proper credit for the ticket purchase, must be finalized PRIOR to event advertisement. **Note:** Although this process may involve a few more steps in coordination, this process provides greater access for the general public to purchase tickets without having to physically visit the church or specific poc's for ticket purchase.

Once your flyer is created and approved, you may forward the information to the marketing ministry at: (ZBC.marketing@zionbaptistva.com with a copy to the church office. churchoffice@zionbaptistva.com) for placement on the church's website.

Submission Timeframe: All request for advertising on the **Church's Website** should be submitted no later than **(30) days** in advance of the event. Note: This timeframe does not include processing time needed for obtaining church office reviews & approvals for the event. Plan early.

2) JUMBO SCREEN/ CHURCH BULLETIN PRINTING

This resource involves placement of your event for projection on the church's jumbo screen during Sunday Church services at 11:00 a.m. that is shown as part of the church's announcements. You must submit your APPROVED event information to the church office (email: churchoffice@zionbaptistva.com) with a copy to the multi-media team @ zbc.multimedia@zionbaptistva.com for placement on the church's Jumbo Screen.

Submission Timeframe: All requests for advertising on the **Church jumbo-screen** should be submitted no later than (30) days in advance of the event or with the additional approved permission from the church office for any exceptions. This timeframe does not include processing time needed for obtaining church office review & approvals for the event. For placement in the Church Bulletin, contact the church office for submission timeframe and space availability details since bulletin details can vary.

3) ROBO CALL

This resource involves automatic dialing via utilization of a phone line, (cell or home) notifying members on the congregational rolls of the approved event. Note: Because this resource incurs a \$\$ financial cost, ministries should be prepared to deduct the cost (\$) of this

form of advertisement from their event's budget. The total cost is dependent on the length of the message, as well as the #number of recipients that are reached. The following guidelines also apply to ROBO CALLS:

- No ROBO calls are authorized for basic scheduled events of the church (i.e. church meetings, rehearsals, practices, regular scheduled breakfasts, etc.). These events can be circulated via regular bulletin printing, personal calls, text, etc.
- No ROBO calls are authorized for audiences under the minimum, fifty (50) recipients.
- No ROBO calls are permitted for in-house ministries/committees events. The event should be a church-sponsored event inviting the general public, and not for internal membership use, unless the issue is a direct request from the church office requiring immediate notification to all members. (inclimate weather, cancellation of services, and other matters as determined by the church office.
- Any exceptions to these guidelines should be first approved by the Pastor.

Submission Timeframe: All request for advertising and notifying membership via **ROBO CALL** should be submitted no later than **(5) days** in advance of the event or with the additional approved permission from the church office.

4) BLAST TEXT

This resource involves advertising/ notification via a direct text message sent directly to a cellular phone, notifying recipients of an upcoming event. This resource also incurs a \$\$ financial cost, however, the church is allotted a yearly budget to assist in covering the financial cost of this advertising resource. There is a Ceiling CAP on the use of the resource since its use is dependent on the amount of funding the ZBC Finance ministry allocates per year. The total cost per message is dependent on the length of the message as well as the number of recipients that are reached. Messages (fewer than 121 characters) are considered basic text message. (#99000) Any information beyond (121) characters are considered "Multi-Media Msgs" (code #76000) and cost extensively more, per text msg. Marketing does not generally utilize multi-media texting except on special occasions, when combining several texts within one message becomes more cost efficient then sending multiple but separate texts. The following rules apply:

- No blast texts are authorized for basic scheduled events of the church (i.e. church meetings, rehearsals, practices, regular scheduled breakfasts, etc.). These events can be circulated via regular bulletin printing, personal calls, texts, etc.
- No Blast Texts are authorized for audiences under the capacity of at minimum, fifty (50) recipients.
- No Blast Texts permitted for in-house ministries/committees events/meetings. The event should be a church-sponsored event inviting the general public, and not for internal membership use, unless the issue is a direct request from the church office requiring immediate notification to all members. (inclimate weather, cancellations, funeral services, and all other matters as determined by the church office.
- Any exceptions to these guidelines should be first approved by the Pastor.

Submission Timeframe: All request for advertising and notifying via **BLAST TEXTING** should be submitted no later than **(5) days** in advance of the event or with the additional approved permission from the church office. However, early event advertisement is ALWAYS encouraged. The earlier, the better.

***Note:** At the discretion of the Marketing Ministry, some blast texts may be combined with other texts, to best utilize funding allocations for this resource.

5) EMAIL

This resource involves FREE advertisement/ notification of an event via an email sent directly to a computer device, from the church's email account, notifying recipients of an event. The marketing ministry maintains distribution lists of local areas churches, business/organizations, the downtown church consortium, other visited churches, Friends of Zion (FOZ) as an available database for circulation. When directed, an event can be circulated to all organizations for informational and advertising purposes. If additional recipients require notification, please provide those email addresses to the Marketing ministry at the time of request. **Note:** Asking committee members to FORWARD the original church email to their family members and friends is one of the most efficient means of spreading the word.

Submission Timeframe: All request for advertising and notifying via **EMAIL** should be submitted no later than **(5) days** in advance of the event or with the additional approved permission from the church office. However, early event advertisement is ALWAYS encouraged. The earlier, the better.

6) SOCIAL MEDIA

ZBC Marketing also utilizes the following FREE Social Media Platforms for your advertisement needs. You may select a single or multiple platforms to advertise your event.

- **FACEBOOK (@ZBCPortsmouth)**
- **TWITTER – (ZBCPortsmouth)**
- **INSTAGRAM (ZBC_PortsmouthVA)**

Submission Timeframe: All request for advertising and notifying via **SOCIAL MEDIA** should be submitted no later than **(7) days** in advance of the event or with the additional approved permission from the church office. Early event advertisement is ALWAYS encouraged.

7) LOCAL NEWSPAPER (Hampton Roads/SPIN-GO {online calendars})

ZBC can also add your event to the local newspaper (Pilotonline) Event Calendar. Adding the event to the Hampton Roads calendar listings does not incur cost. The event is displayed chronologically by event date with all other basic listings in Hampton Roads and across calendar maps.

Submission Timeframe: All request for advertising on PilotOnline Event calendar should be submitted no later than **(14) days** in advance of the event. All details must be present on the original request.