

Communications Request

Please complete this form FRONT AND BACK and submit it to the Communications Director, Leslie Wilson (lwilson@hbhc.org) six weeks before you would like to begin promoting an event. If you are closer to your event than this, fill out the form, and we will consider the request and figure out how much we can get done in the timeframe. You will receive a response to your request, with further action steps within two working days.

Please note that requesting specific assets does not guarantee you will receive said assets.

Project/Event Title _____

Project/Event Date _____

Name of Project/Event Leader: _____

Phone _____ Email _____

Prioritization:

For promotional purposes, events and ministries are prioritized primarily by how much of our congregation the event involves, and by how much outreach the event will do.

The chart below provides an overview of priority levels, how events and ministries may fall within the priority levels, and what type of promotion might be used at each of the different levels. It is a guideline for approving the scope of communications requests, with the understanding that each request is unique.

Priority Level	Event Examples	Potential Promotion
<p>Level 1: Impacts 80% or more of our Sunday Morning audiences</p> <p>OR</p> <p>Includes key outreach or connection opportunities for the community and congregation</p>	<p>Worship Events Family Night Missions Offerings Lent/Easter Advent/Christmas Stewardship Baptism Sunday School Volunteer Opportunities Outreach events (i.e. Fall Kickoff, 5k, KidzStuff Consignment)</p>	<p>Social Media Post Happenings Bulletin Announcement Video Announcements Phone Tree Constant Contact Custom Media/Graphics Faith Points articles Mailing Church Calendar Facebook Event</p>
<p>Level 2: Impacts 20% or more of our Sunday morning audience</p> <p>OR</p> <p>Designated ministries of the church</p>	<p>Midsized Events Age Group Ministries Missions Opportunities FLC Classes School of Music Hayes Barton Baptist Preschool</p>	<p>Social Media Post Happenings Bulletin Announcement Phone Tree Constant Contact Custom Media/Graphics Church Calendar</p>
<p>Level 3: Impacts less than 20% of our Sunday morning audience</p>	<p>Niche Opportunities Prayer Groups Baptist Women</p>	<p>Social Media Post Happenings Announcement Slide Phone Tree/Targeted Email Church Calendar</p>

Is this project/event:

Part of an ongoing ministry? _____ yes _____ no

Part of a new ministry? _____ yes _____ no

The event or project is _____ a one time occurrence
_____ recurring (happens ____ times per year)
_____ ongoing (meeting regularly for an extended period)

Has the event or project been approved? _____ yes _____ no

Is it on the church calendar? _____ yes _____ no

Has space been approved? _____ yes _____ no _____ I don't need a space

Is there sign up needed? _____ yes _____ no

Has the finance office been notified of any requests? _____ yes _____ no _____ No finance office support needed

Name of staff liaison for event? _____

Proper approval must be attained. In most cases, a communications request cannot be approved without completing these steps.

Who is the primary audience for the project? _____

On what date do you want promotions to begin? _____

What promotional assets would you like to have created? _____

If you have any further information to communicate regarding your request, please do so below.

Signature _____ **Date** _____

**Return Requests to Leslie Wilson (lwilson@hbbc.org), Communications Director.
Thank you for your request.**