

## **Event & Fundraiser Promotion Guidelines (July 1, 2017)**

### **Promotion Guide-**

- All promotions need: a title, description, date, time, place, contact person
- Less is more. Provide readers with essential information, as they will likely scan it.

### **Bulletin Guide-**

- Bulletin articles for *approved* events are due by Monday noon to the parish secretary ([parish@stjosephgrafton.org](mailto:parish@stjosephgrafton.org)). An upcoming holiday will advance the deadline. The parish secretary will post the new deadline in the bulletin.
- Events may be promoted up to one month ahead of time in most cases, if space permits.
- Sometimes there is not room for a full page. Be prepared to provide a JPG or PDF that can be made smaller. If reducing the size makes the information too small to read, you may not get the desired results from your communication.
- All articles should be complete with correct spelling and grammar.
- Articles may be edited for space and/or content.

### **Constant Contact – parish wide email**

- Constant Contact submissions for *approved* events are due by the 2<sup>nd</sup> and last Wednesdays of the month for release on the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday.  
[ldelorit@stjosephgrafton.org](mailto:ldelorit@stjosephgrafton.org)
- Events may be promoted up to one month in advance.
- Most emails are read on mobile devices, so please provide a minimum amount of text covering just the pertinent details.
- Feel free to include a picture, website, or link for attachment to provide additional information

### **Pulpit Announcement-**

- Pulpit announcements for *approved* events are due by Thursday noon for the upcoming weekend. [bcline@stjosephgrafton.org](mailto:bcline@stjosephgrafton.org)

### **Facebook-**

- The parish and school each have their own Facebook page. If you would like something considered for Facebook promotion, send to:  
Mary Stallmann at [mstallmann@st.josephgrafton.org](mailto:mstallmann@st.josephgrafton.org) (school)  
Lisa Delorit at [ldelorit@stjosephgrafton.org](mailto:ldelorit@stjosephgrafton.org) (parish)

**See other side for mailing guide**

**Mailings-**

- All mail for *approved* events must be proofread and approved before assembly of the mailing.
- One month before the mailing needs to be sent, provide the parish secretary with a list of the items needed: plain paper, letterhead, regular or window envelope, bulk rate stamped envelope, labels, etc.
- Guidelines and instructions are located in the workroom in the bulk mailing box on the shelf. The school and parish secretaries have a copy also.

**School mailing:**

Event: \_\_\_\_\_

Approved and proofread by: \_\_\_\_\_ Date \_\_\_\_\_  
signature - School Administrator

Comments : \_\_\_\_\_

Assembly coordinated by the School Secretary

**Parish mailing:**

Event: \_\_\_\_\_

Approved and proofread by: \_\_\_\_\_ Date \_\_\_\_\_  
signature – Director of Administration

Comments: \_\_\_\_\_

Assembly coordinated by the Parish Secretary

Return original to submitter, and attach copy to the Event Planning Tool approval.