

RECOMMENDED PROCESS

REGION COMMUNICATIONS, Members

January 15, 2018

Commitment to Partnership:

The ABC/WI Region seeks to serve as a communication hub among our constituency for the purpose of fostering a sense of excitement, synergy, and mutual support in ministry and mission. Please follow this recommended process when requesting ABC/WI to share information to our churches and ministers.

Process for submitting news to be included in ABC/WI communication venues:

1. **Synergy E-news** refers to the monthly email designed to inform *faith leaders* of events, activities, and initiatives that can educate, equip, and network people and organizations connected to ABC/WI. The e-newsletter also includes highlights from the ABC Wisconsin website, including job postings, volunteer opportunities, church stories, etc.
 - △ Emailed on the 1st Wednesday of the month to all ABC/WI ministers, region board and commission personnel, ministry partners, region staff, and CENTRAL-Wisconsin students and alumni.
 - △ Keep announcements to two paragraphs or less. Include pertinent info (who, what, where, when, why, and how). **For full details, links to other webpages are preferred. NO attachments please.**
 - △ **Deadline:** Submission must be emailed in final format to betsy.k@abcofwi.org **by the last Thursday of the month by 12 Noon.**

2. **Church Mailer** refers to the monthly mailer that we send via USPS to *each church* (senior pastor/ church office) with flyers and other "hard copy" items.
 - △ Prepared/Mailed = 3rd Tuesday of the month (mailed by Wednesday at the latest)
 - △ Sometimes only one mailer in the summer months (July/August) and no Mailer for January
 - △ Must submit minimally 75 copies of any color piece (any length), black and white pieces larger than 8x5x11, or black and white 8.5x11 pieces that are more than one-page double-sided.
 - △ For black and white ink 8.5x11 white paper pieces of one-page length (1 or 2-sided), photocopies can be made here in the region office at no cost to the church. Please email print-ready copy to office by deadline.
 - △ **Deadline:** Any flyers/brochures to be included in mailer must be mailed/dropped off to the region office or emailed by betsy.k@abcofwi.org **by the 2nd Thursday of the month by 12 Noon.**

3. **Wisconsin Baptist** (WB) refers to the ½ page bulletin insert with relevant news and events designed for *parishioners in the pews*.
 - △ The WB follows the same distribution schedule as the Mailer (see above)
 - △ A black and white version of the WB is included in the Mailer ("hard copy") and posted (in color ink) on the region website (current and previous)
 - △ A WB is emailed to all ABC/WI ministers, board and commission personnel, ministry partners, region staff, and individuals who have specifically requested the WB.

- △ Announcement must be very brief and should include a contact person or web link for people to get more information. Keep in mind the main audience is the average person in the pew. Due to limited space, inclusion is not guaranteed; we will try our best to accommodate.
- △ **Deadline:** Blurb must be emailed in final format to betsy.k@abcofwi.org **by the 2nd Thursday of the month by 12 Noon.**

4. **Website postings:** There are two main categories of postings onto www.abcowi.org that we make available for our churches: church stories and job postings.

Church Stories:

We are often flooded with messages of what is not happening, what is not working, or the failures in our society. Yet we know that God is at work in many ways, and our churches are often privileged to be in the midst of this goodness. If you have a story to share about the ways God is moving among and through your congregation, and what you are learning in your service and interaction with those beyond the walls of the church, please consider submitting a brief article that we may share with our regional family – for encouragement, for celebration, for hope.

- △ To share a church mission story, please send an article with author's name, and up to three images* to marie.o@abcofwi.org.
- △ *Church should have rights to all images forwarded and extend permission to ABC/WI to post onto their website.

Job Postings:

- △ Job postings on the website are limited to one or two lines of information and a link to the full job description.
- △ Please send us the exact title of the job, part-time/full-time/contract, deadline, contact person if available, and a link to your webpage. For example:
 - Church Organist (Part-time, ~ 6 hr/week) – First Baptist Church, Packertown, WI.
Contact: Bart Starr at bstarr@packertown.org or 123-456-7899. Deadline 12/3/2019 (posted 1/15/17) (Accompanied with a direct link to your website posting).
- △ FOR CHURCHES WITH NO WEBSITE: Please send us the same information and a .pdf of the full job description and contact details. We will create a link to the pdf.
- △ Send all job posting information to betsy.k@abcofwi.org.
- △ All job postings with no deadline provided will be removed two months after the posting date. If you would like this extended, you will need to contact the region office.

Contact regional office with any questions.