

RECOMMENDED PROCESS

REGION COMMUNICATIONS, Affiliated Bodies

January 2, 2020

This process applies to the ABC/WI Affiliated Bodies listed in the region bylaws, currently: American Baptist Womens Ministries (ABWM), American Baptist Men's Ministry (ABMen), and the Ministers Council.

Commitment to Partnership:

The ABC/WI Region seeks to continually serve as a communication platform among our constituency for the purpose of fostering a sense of excitement, synergy, and mutual support in ministry and mission. With our limited resources we need to rely on our partner ministries to also prepare news-worthy information into "distribution-ready" format, not relying on ABC/WI resources for editing and formatting.

The region looks to the local chapters of our national denominational entities to keep the office, and by extension, our common constituency informed appropriately on both local and national events, resources, calls to actions, etc.

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

- 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 allowed.**
 - △ **Deadline:** Submission must be emailed in final format to abcwioffice@abcofwi.org **by the last Thursday of the month by 12 Noon.**
- Wisconsin Baptist** (WB) refers to the ½ page bulletin insert with relevant news and events designed for *parishioners in the pews*.
 - △ The WB is created monthly; sometimes only one during the summer months.
 - △ A link to a downloadable .pdf document in for both greyscale and color photocopying is available on our website (including past issues).
 - △ A link to the current WB is emailed to all ABC/WI ministers, board and commission personnel, ministry partners, region staff, and individuals who have specifically requested the WB.
 - △ Submissions must be very brief and should include a contact person or brief 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.
 - △ When we send out a church mailer (see below) a black and white hard-copy version is included in the Mailer.

- △ **Deadline:** Blurb must be emailed in final format to abcwioffice@abcofwi.org **by the 2nd Thursday of the month by 12 Noon.**
3. **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. CURRENTLY, WE ARE ONLY SENDING OUT A MAILER IF WE HAVE SIGNIFICANT MATERIAL TO SEND. PLEASE CHECK WITH THE OFFICE BEFORE USING THIS OPTION. For months that we will have a mailer...
- △ Prepared/Mailed on the 3rd Tuesday of the month (mailed by Wednesday at the latest)
- △ You must submit 70 copies. If you require the region office to make photocopies, we will bill your organization 5 cents B&W or 10 cents color, per side.
- △ **Deadline:** Any flyers/brochures to be included in the mailer must be mailed/dropped off to the region office or emailed by abcwioffice@abcofwi.org **by the 2nd Thursday of the month by 12 Noon.**
4. **Website postings:** We maintain dedicated webpages for our affiliated bodies on www.abcofwi.org.
- a. Your organization can have a designated "contributor" who has direct access to design and update information to your page.
- b. If you do not have a designated contributor, you can still submit information to be included on your webpage. Please give full details and any instructions you have about how the information is to appear on your page. Include any images you want included; you should have rights to all images forwarded and extend permission to ABC/WI to post onto their website.
- Contact:** abcwioffice@abcofwi.org.
5. **Facebook Announcements:**
- a. To the best of our ability, we keep watch for announcements to events that may be of interest to our constituency that are posted on Facebook and will "share" appropriate announcements onto our Region Organization Facebook page. If time permits, we will originate a post for events that we have sufficient information about that would be of interest to our constituency. This is not guaranteed, as we do not have staff dedicated to social media updates.
- b. If there is something specific you would like us to promote on Facebook, send "post-ready" content to abcwioffice@abcofwi.org.

Contact regional office with any questions.