

# RECOMMENDED PROCESS

## REGION COMMUNICATIONS, Ministry Partners

January 2, 2020

### 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. As we work to both streamline our communication efforts and strengthen relationships with our ministry partners, we offer this recommended process when requesting ABC/WI to share information with our churches and ministers on behalf of partner organizations.

### 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](mailto: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](mailto:abcwioffice@abcofwi.org) **by the 2nd Thursday of the month by 12 Noon.**
- 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.
- △ **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](mailto:abcwioffice@abcofwi.org) **by the 2nd Thursday of the month by 12 Noon.**

4. **Website postings:**

- a. We maintain a link to our ministry partners on our website at: <http://www.abcofwi.org/partners/>
- b. Job Postings: <http://www.abcofwi.org/ministryjobs/>.
  - △ 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](mailto:bstarr@packertown.org) or 123-456-7899. Deadline 12/3/2020 (posted 1/15/20) (Accompanied with a direct link to your website posting).
  - △ Send all job posting information to [abcwioffice@abcofwi.org](mailto:abcwioffice@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.
- c. Volunteer Opportunity Postings: <http://www.abcofwi.org/volunteer-opportunities/>.
  - △ Volunteer opportunity postings on our website are listed in a specific format; please see our page to see the format. The information needed is as follows: Organization, Position/Role, Very Brief Description of Tasks/Responsibilities, Days/ Times Needed, Other Important Info, Contact Person, Contact email and/or phone, and Where to go for additional information (i.e. webpage).
  - △ Please be proactive in letting us know if this information needs to change.

*Contact regional office with any questions.*