

# Communications Process & Guidelines

The purpose of the Communications Team and the establishment of this process is to help the ministries of VCB maximize the effectiveness of their communication both to the Barrington community and to VCB attenders. We are working with a talented and creative team of writers, designers, and printers. We are here to help, not to hinder. If you have questions regarding this process, please don't hesitate to contact us.

## Communication Process:

Step 1: Contact Person receives approval from Ministry Pastor for Communication Piece

Step 2: Contact Person gathers information for Communication Piece including the who, what, when where, why and any official logos.

Step 3: Contact Person fills out and submits Communication Request Form

Step 4: Project is reviewed by Communication Team members and any additional information is requested

Step 5: Initial design of Communication Piece is produced

Step 6: Initial design is reviewed by Contact Person and/or Ministry Pastor for approval and any minor edits

Step 7: After all approval by Contact Person and Ministry Pastor, Communication Piece is produced

## When to use the Communication Process:

Audience	Process
Barrington Community	Required
Church-wide	Required
Ministry Specific	Suggested
Ministry Subset Only (ie AWANA Girls Sleepover invitation)	Not Required – Design/Production Assistance may not be available from Communications Team – See Administrative Assistants for help with these types of projects

## Guidelines:

1. Communication Pieces MUST be approved by the Ministry's supervising pastor. Projects will not be designed or produced until they have been signed off by the pastor.
2. Communication Request Forms must be filled out and submitted with the appropriate lead time required (see chart for reference). Projects not submitted with proper lead time will not be given a guaranteed release date.
3. The Communications Team may edit text to enhance the publication. All edits will be approved by the Contact Person and Ministry Pastor.
4. The Ministry requesting the Communication Piece will be responsible to pay the reasonable costs incurred by the production and/or mailing of the Communication Piece. If no Ministry Budget Money is allotted or available for a project, the Communications Pastor and Team will review the requested project to determine if it will be possible to proceed. See chart for price estimates.
5. Content for the Communication Piece must be in its final form when it is submitted with the Communication Request Form. Small edits are reasonable and expected, but overall content must be finalized before the design phase is started.

\*\*This is a representation of Communication Pieces available. This list is not exhaustive and is not meant as limiting.\*\*

<b>Audience: Barrington Community</b>		
<b>Communication Medium</b>	<b>Approximate Cost*</b>	<b>Required Lead Time</b>
Banner	\$200 (per 2)	4 Weeks
Posters (11"x17")	\$60 (per 50)	4 Weeks
Mailing—1 Mile Radius (1,523 homes)	\$750 (Postcard) \$1,400 (Tri-fold brochure)	5 Weeks
Mailing—2 Mile Radius (5,389 homes)	\$2,300 (Postcard)	5 Weeks
Newspaper Ad	\$78—\$624 per week (depending on size)	3 Weeks
Radio Spot/K-Love (Free events only)	FREE	4 Weeks
Web Page on www.vcbweb.org (Visitor's Side)	FREE	2 Weeks
Barrington Area Chamber of Commerce Calendar Entry	FREE	3 Weeks
<b>Audience: Church-wide/Ministry</b>		
<b>Communication Medium</b>	<b>Approximate Cost*</b>	<b>Required Lead Time</b>
Brochure—Information Racks	\$0.65 each (Printed out of house—Highest Quality) \$0.20 each (Printed in house—Medium Quality) \$0.02 each (Printed in house—Lowest Quality)	4 Weeks
Bulletin Insert	FREE	2 Weeks
Poster (22"x28" fits in metal sign holder)	\$10 each	4 Weeks
Poster (11"x17")	\$30 (per 25 printed out of house) \$0.10 each (Printed in house)	4 Weeks
Banner (42"x72")* *Various sizes available	\$60 each	4 Weeks

Mailing—VCB Mailing Lists (# as of 9/09) (360 homes—All Church) (285 homes—Men) (328 homes—Women) (88 homes—Young Adults) (81 homes—Youth) (153 homes—Non-attending Visitors)	\$0.33 each (Postcard—Medium Quality) \$0.29 each (Postcard—Lowest Quality) \$0.46 each (2 Sided Letter or 8 1/2 x 11 Flyer)	3 Weeks
Web Page on <a href="http://www.vcbweb.org">www.vcbweb.org</a> (Members & Attenders Side)	FREE	2 Weeks
Announcement Slide	FREE	1 Week