



Tapestry: A Unitarian Universalist Congregation

Title: Event Publicity Procedures	
Initial Board Approval Date: 11/12/20	Date First Issued: 11/12/20
Date Board Approved Recent Revision:	Date(s) Revised:
Original Approval Signature: Christine Krueger Title: President, Board of Trustees	

Calendar & Write-up

All Tapestry events, including those held in alternate locations, should be included on the calendar. If you or someone from your committee has access to update the calendar via Breeze, please do so. For help placing an event on the calendar, please email Carol Semelroth carolsem1009@gmail.com. Be sure to specify the time, duration, meeting room, and name of the event.

Once you have scheduled your event, create a short write up. Include the most important information at the beginning. Depending on where the write up is used, it may have to be edited down to fit. Also, an attractive image will help draw attention. Attach the image to any of the following means of publicity.

Newsletter

The newsletter is a great place to share more in-depth information or to tell a story. To submit an announcement or article to the newsletter, please send it to Connie Pursell cmpursell@aol.com. The deadline for submissions is the 21st day of the preceding month.

Order of Service Announcements

To submit an announcement to the Order of Service, please send it to Rev. Kent rev@tapestryuu.org by Tuesday.

Email

You are welcome to communicate to the entire congregation through the all@tapestryuu.org email list. To prevent overloading communications from Tapestry, please do not send more than three emails about any event to the email list. Reminder emails about a recurring meeting should be sent directly to those who regularly participate.

Facebook

Information from any of the above resources will be used to publicize Tapestry events on Facebook. To add specific guidance on how you want your event publicized on Facebook, contact Lauren Schmid g2lauren@gmail.com. If your event is not an appropriate opportunity for outreach to our Orange County neighbors,

you may opt out of Facebook publicity by notifying Lauren Schmid g2lauren@gmail.com.

Spoken Announcements

Sunday morning worship is not the preferred way of sharing news or announcements. Occasionally committees will have the opportunity to make a short presentation about an upcoming Tapestry event that is for the entire community. To make an announcement please contact Rev. Kent rev@tapestryuu.org before Sunday.

Sunday Morning PowerPoint Slides

To have your event publicized in PowerPoint slides that run before the worship service on Sunday mornings, send information to Carol Semelroth carolsem1009@gmail.com. This method of publicity is currently on hold due to COVID but will resume as soon as possible.

Direct Contact

The best way to ensure that information is shared with your desired audience is to contact them directly. This can be done on Sunday mornings, by calling people at home, or by emailing individuals directly. It's also an opportunity to build more direct relationships and strengthen our community.