

# Communication and Marketing Quick Reference

## St. Petersburg First United Methodist Church

Established or ongoing church ministries will receive priority placement, as space is extremely limited. Not every request can be published.



Media Request Form: [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

\* All content may be edited

What do you need?	Details*	How to Request
<b>ANNOUNCEMENTS</b> (Deadline: Noon on Tuesday for Sunday publication; Videos— at least 30 days)		
<b>Online Bulletin, Email Newsletter, Website</b>	Posted for 3 Weeks	Use Media Request Form
<b>Print Bulletin:</b> Event or Ministry Request (request for volunteers and/or support, general ministry publicity, etc.)	3 Sundays (depending on space available); One request per semester for ministries	Use Media Request Form
<b>Bulletin Insert</b>	Administrative use only (Stewardship, Christmas, etc.)	N/A
<b>Announcement Slide</b>	Pre-service, Announcement TVs	Use Media Request Form
<b>Video</b> for Sunday Service	Sr. Director of Ministries approval required	Use Media Request Form
<b>OTHER MEDIA</b>		
<b>Information Center Item</b>	Communications Director approval required	Use Media Request Form
<b>Sign, Flyer, Poster, Banner</b>	Communications Director approval required	Use Media Request Form
<b>Newspaper</b>		Contact Communications Director
<b>ONLINE RESOURCES</b>		
Add information to <b>Website</b>		Use Media Request Form
<b>Event:</b> Website and/or Facebook		Use Media Request Form
<b>Social Media Post</b> (Facebook/Instagram)	1 per event	Use Media Request Form
<b>Ministry Facebook Group</b>		Use Media Request Form
<b>CHURCH CALENDAR/SCHEDULE</b>		
Add to <b>Church Calendar / Facility</b> scheduling	Facility Use Form: <a href="http://stpetefirst.org/forms">stpetefirst.org/forms</a>	Use Facility Use Form
<b>Event Table</b> (Fellowship Hall)	2 Sundays	Use Facility Use Form



SUNDAY SERVICES—

TRADITIONAL WORSHIP // 8 AM & 11 AM  
CONTEMPORARY WORSHIP // 9:30 AM



212 3rd Street N · St. Petersburg FL 33701  
727-894-4661 [www.StPeteFirst.org](http://www.StPeteFirst.org)

# Communication Policy & Frequently Asked Questions (2025)

## St. Petersburg First United Methodist Church

The Communications Department at St Pete First United Methodist Church has been charged with the stewardship of our communications and marketing resources. It is our goal to provide the most effective communication tools for sharing messages both within our church family and with the community around us. Our Team is committed to ensuring that the messages and tools we use to communicate exhibit a consistent standard to ensure we are taking the maximum advantage of the St. Pete First brand. We understand that the care we take with our overall image and communication forms a large part of the first impression we make on newcomers. It is our goal to provide guidelines and suggestions to ensure that all our important ministries have access to appropriate and effective communications opportunities that are in line with the priorities set by the leadership of this church family.

### GENERAL INFORMATION

#### 1. Why/When should I contact the Communications Director?

The Communications Director should be contacted anytime you are planning an event or have a message you would like to share with the church family or the community. **Your first step will be to fill out the Media Request Form:** [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

We can help you develop a communications strategy for your ministry or event based on the past successes and failures of other communication efforts. We can also help you estimate the time and budget requirements for advertising your event or ministry.

The Communications Director, Kelly Bonyata, can be contacted by phone at 727-894-4661 ext. 2132 or by email at [kbonyata@stpetefirst.org](mailto:kbonyata@stpetefirst.org).

#### 2. Emergency Communication Procedures:

See the St. Pete First Dynamic Critical Incident Response Plan.

#### 3. Branding:

Use one of these approved logos/names:

Full version: St. Petersburg First United Methodist Church

-or- St. Pete First United Methodist Church

Short Version: St. Pete First

Colors: Red # AB2328, White # FFFFFFFF, Black #000000

**Any ministry flyer or brochure must include** the church logo, church name, Sunday worship times, main office phone number, church website address, and social media information.

See the Communications Director or the website for a graphic that includes all these items.

### **Can we create a logo for our ministry?**

Our church logo should be used on all brochures, flyers, and publications. If another logo is to be used *along with* the church's logo, it must be approved by the Communications Director, who is also available to help with the design of logos and printed material. Allow 6 weeks lead time if you need the Communications Director to create a logo.

## **4. Data Protection Policy**

The Communications Team and Administration at First United Methodist Church take seriously the trust people give us when they share with us their personal information. This includes the contact information they share with us. We will uphold and protect that trust first and foremost.

**Personal Contact Information:** (including but not limited to phone number, email address, mailing address) will be shared **ONLY** with members of the church. This information is to be used to communicate church information only and should never be used for any personal or business use beyond the ministries of First Church.

No personal contact information will be listed on the website or other media without permission.

**Photographs and Videos:** We understand that photos and videos of adults provided to First Church are given with permission to be used in our many communication outlets. We require written permission from a parent before sharing a photo of a child beyond the membership of this church family.

**Mass Email:** Any email sent to the mass distribution list of church members must come from the St. Pete First Communications Team only and should be sent as a blind copy. That action protects the email addresses of our church members. Under no circumstances should an email be sent in such a way that gives away the email addresses that have been entrusted to the church.

## **ANNOUNCEMENTS & OTHER ADVERTISING**

### **1. Does the St Pete First Communications Team have funds to provide advertising?**

Ministry events and promotion are included within your ministry budget. We are here to help you budget for the communications efforts you have planned, and to help ensure that your budget is used effectively.

## 2. How do I get my announcement included in the weekly announcements?

The communication tools that are generally used for announcements are:

- Printed Bulletin (limited space)
- Online Bulletin
- Digital slides prior to services
- Announcement TVs
- Information Centers
- Weekly email newsletter
- Website announcements

**Before an event can be advertised**, it must first be approved and then added to the church calendar (to do this, fill out the Facility Use Form located here:

[www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)). This applies to events on the church campus as well as events that take place off-campus.

**Copy-ready announcements** should be submitted to the Communications Director **by Noon on Tuesday** before the Sunday the announcement is to be run. Submit your announcement by filling out the Media Request Form located here: [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

Once we have the information for your event we will make decisions about which of the weekly communication methods would be best for your announcement. Priority and placement will be decided based upon the priorities set by church leadership as well as the space and time available. *Content of submittals may be edited or rewritten.*

Established or ongoing church ministries shall receive priority placement in all forms of church communications, as space is extremely limited. *Not every request can be published.*

On occasion (on a case-by-case review basis), an announcement for a non-St. Pete First event may be afforded a space in our announcements, bulletin, slides, or other forms of church communications. This decision will be made by the Communications Director in consultation with the appointed clergy.

## 3. How far in advance can I advertise my event or ministry?

Our long-standing policy is for an event to be advertised for 3 consecutive weeks.

## 4. Can I set up a booth or table advertising my event on Sunday morning?

Space is available for 2 tables in the Fellowship Hall on Sunday mornings to share information about events or ministries, or to collect items or volunteers. The tables must be scheduled on the church calendar by completing a Facility Use form ([www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)) and are available on a first-come-first-serve basis. Tables may be reserved for one or two Sundays. More than two Sundays may be possible depending on availability.

**5. Can my ministry ask for an announcement to be made during worship services?**

Any in-service announcements must be approved at least 2 weeks in advance by the pastors. If an in-service announcement is not approved, the communications team will work to identify alternative means of communicating the information.

**6. Can my ministry show a video during the worship services?**

Any in-service videos must be approved at least 30 days in advance by the Senior Director of Ministries.

**7. Can the church create a video for my ministry?**

Possibly. We have limited resources available and depending on the season we may not have the resources to create a project of that scale. *Video creation is not available November 15-January 1 due to our internal work load.* Any video creation must be requested a minimum of 30 days before needed. Submit your request by filling out the Media Request Form located here: [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

**8. Can we create a bulletin insert for our upcoming event or ministry?**

No. We have other means for distributing information (see above). Bulletin inserts are for church administrative use only.

**9. Can we distribute a card or flyer to the congregation on Sunday?**

No. We have other means for distributing information (see above).

**10. Can my ministry hang posters, banners or flyers around the church facility?**

Ministries are encouraged to use the digital media (TVs, slides, website, online bulletin) and the Sunday morning bulletin to communicate important information.

Limited space for flyers and brochures is available on the Information Centers. Items in these racks must be approved by the Communications Director.

Flyers placed on tables on Wednesday evenings and Sunday mornings must be approved by the Communications Director.

Posters are discouraged as they are not in keeping with the neat look we expect of our church. Posters or flyers placed in restrooms or taped to walls or doors are reserved for admin use only.

Exterior banners must be approved by the Communications Director before purchasing.

**11. What is our policy about advertising for events that are not established or ongoing church ministries?**

Established or ongoing church ministries shall receive priority placement in all forms of church communications, as space is extremely limited. Not every request can be published.

On occasion (on a case-by-case review basis), an announcement for a non-St. Pete First event may be afforded a space in our announcements, bulletin, slides, or other forms of church communications. This decision will be made by the Communications Director in consultation with the appointed clergy.

## **OTHER PRINT MEDIA**

### **1. Can the church create a poster, flyer, banner or other print media for my ministry?**

Yes, but we have limited resources available and depending on the season we may need greater lead time. Any media creation must be requested a minimum of 4 weeks before needed. Submit your request by filling out the Media Request Form located here:

[www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

### **2. Can we have a brochure or flyer printed for our ministry?**

Flyers and brochures must be approved by the Communications Director prior to printing. To keep our facility orderly, these means of communications will be limited. Submit the Media Request Form located here: [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

Flyers and brochures may not be left following an event or meeting on church property without the approval of the Communications Director.

### **3. Can we have a sign or banner printed for our ministry?**

Signs and banners for display outside the church must be approved by the Communications Director (in consultation with the appointed clergy) prior to printing. Submit the Media Request Form located here: [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)

### **4. Can my ministry send a letter or mailer?**

Any letter or mailing sent to our church membership must be approved by the pastors.

### **5. What type of printing can we do in-house and what can/must be set to a printer?**

The Communications Director can help you determine whether your print job is best handled by our equipment or sent out to a print shop. This will be evaluated on a case-by-case basis based on the type of printing required, the quantity required, and the work already in the queue for our in-house equipment. The provision of volunteers is strongly encouraged to help with in-house publications.

If the decision is made that your print job would be best handled by an outside printer the Communications Director will help you determine where to send it. We have relationships with local print shops that may lead to a better price based on the other printing in our queue.

## 6. Newspaper Ads:

Any newspaper ads are developed by the Communications Director in consultation with the Marketing Team. Every external ad should include the event date, church name and address, church logo and contact information.

## BROADCAST MEDIA

### 1. TV Ads/Radio Ads:

Contact the Communications Director. The Communications Team does not currently have a budget to support TV/radio ads--costs must be covered by your ministry budget.

## ONLINE RESOURCES

### 1. Giving:

Realm church management software is currently being used for giving. The Realm Connect App is also available to members for giving.

### 2. Churchwide Email:

Both Realm and Constant Contact are used for church-wide emails.

We try to limit **church-wide emails** to no more than one each week. This is done out of respect for our membership's time. We understand that too many email messages become distracting, and our membership is less likely to read email from the church. Rarely, an additional email may be sent based on church wide priorities or last-minute changes in previous announcements.

### 3. Can we ask that an email be sent to the church distribution list?

Only under special circumstances, and after approval by the pastors.

### 4. Website:

#### How do I advertise my ministry on the website?

Complete a media request form ([www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries))

#### Can I put pictures or other communication tools on the website?

You may submit photos or other materials to the Communications Director for consideration for inclusion on the church website and/or social media. Release forms for photos of children and youth must be obtained.



### **How do I get my ministry or event advertised on the front page of the website?**

Placement of information on the church homepage is determined by the Communications Director based on the priorities set by church leadership.

### **Can my ministry have its own website?**

No; for security reasons, all church-related information must be housed within our church website. The Communications Director can work with you to include information on the church website to meet your needs.

## **5. Social Media:**

The church has Facebook, Instagram, and YouTube accounts. All worship services and some special events are livestreamed on our website, YouTube and Facebook. A church employee must be an administrator on every St. Pete First social media account.

To request a social media post or have an event listed on the church Facebook page, complete a media request form ([www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)).

**Facebook Groups** are encouraged for small groups who would like to communicate by social media. Contact the Communications Director for information on setting up a group. A church employee must be an administrator on every Facebook Group.

## **6. How do I get my EVENT added to the website or Facebook?**

Complete a media request form ([www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)).

## **CHURCH CALENDAR/SCHEDULE**

### **1. How do I get my event or group on the church calendar? How do I schedule a meeting room?**

Fill out the Facility Use Form located here: [www.stpetefirst.org/forms#ministries](http://www.stpetefirst.org/forms#ministries)