

FAQ's About Using Calendar and Promotion Tools at Crossroads:

The following FAQ's are intended to make our leaders and their teams aware of a few practical tools that are available to our ministries. At the heart of the process outlined below, is our genuine desire to faithfully support each ministry in the church both practically and spiritually; and we take that very seriously. (Ephesians 4:12 [NLT], "...to equip God's people to do His work and build up the church...")

NOTE: This is not intended to be a set of rules, but rather a system to avoid confusion and streamline communication. On occasion, there may be a need for the staff to make an exception to these procedures, but it will always be done with considerable thought about the big picture. Also note that each ministry area is responsible to regularly communicate their promotional needs. These are the steps we would like every leader and team to use to consistently communicate promotional needs to us.

- 1) Q: Do I need to get approval for a Crossroads event I am planning?

A: Yes. All Crossroads sponsored events need to be communicated to the staff. If in doubt, see a staff member.

- 2) Q: Why do ministry events need to be approved by the staff?

A: Our role as the staff is both oversight and shepherding of the big picture. We are very intentional about our mission, vision, and values. There are many possible events we could put energy, time, and money into, but not all events are the best timing or the best fit for certain seasons. Because we are aware of the activity of all the various ministries in the church, we are able to identify conflicts within schedules that potentially arise concerning issues like, multiple events being planned each week, lack of practical resources, building usage, preventing burnout of the workers who serve at or attend multiple ministries, or other over-all vision related issues.

- 3) Q: How do I get an event approved or put on the calendar:

A: First, it is always best to run your idea and projected date past a staff member or the leader of the division you serve under. Once it has been discussed, send a calendar request to mycalendar@crossroads.cc. At the next staff meeting (the staff generally meets on Tuesday mornings at 8:30am and on Thursday mornings at 10am), we will review the request and promptly reply. If you do not have email, please call the church office with your request.

- 4) Q: What tools/forums are available for event/ministry promotion?

A: Stage Announcements, Pre-Service Promo Loop, Email Blast, Back of the Bulletin, News Sheet, Ministry Webpage, and the Online Calendar...

- 5) Q: How do I get an event promoted in one or more of these tools/forums?

A: Once your event has been approved on the church calendar, you may send a request to promote the event in any of the above forums (see #4) to mypromo@crossroads.cc. Please remember to specify which forum(s) you are requesting visibility in. Along with your request, please supply talking points, articles, pictures, slides, and/or all other information about the event. At the next staff meeting (the staff generally meets on Tuesday mornings at 8:30am and on Thursday mornings at 10am), we will review the request and promptly reply. Again, if you do not have email, please call the church office with your request.

6) Q: When is my promotion material due each week?

A: *All material is due by Wednesday at 12pm (noon) on the week that your event/cause will be published or announced.*

IMPORTANT NOTE: Crossroads staff reserves the right to change the format, reduce or increase the content, change wording, and alter the look of all promo material we publish.

7) Q: What do I need to know about Stage Announcements?

A: *Stage announcements are “generally” reserved for events or causes that have a church-wide context. When an event can be promoted internally within a specific ministry and does not need church-wide attention, it often will not be approved as a stage announcement.*

8) Q: What do I need to know about the Pre-Service Loop?

A: *Usually every event/cause can and should be advertised through our pre-service loop (shown on the media screen before and after each service on Sundays). You may request that a slide be made for you, or you can submit your own promo slide [in .ppt or .pptx formats only]. Here are a few general rules we use for all slides:*

- *Do not use more than 20 words on a slide (it is shown for only 12 seconds at a time)*
- *Use a minimum of Size 36 Font*
- *Best to use a dark background with white or light colored lettering*

9) Q: What do I need to know about the Email Blast?

A: *The weekly “Crossroads News” email is usually sent out on Thursday afternoons. NOTE: Email is generally used to advertise events/causes happening within the coming week.*

10) Q: What do I need to know about the Back of the Bulletin?

A: *The back of the bulletin is used in multiple ways. It can be used to promote events/causes when there are just too many announcements to mention from the stage, to give more details about ones that have been mentioned, or to promote events that may not need church-wide attention. Generally, we try to reserve the back of the bulletin for events/causes that are coming the soonest or are facing the soonest deadlines.*

11) Q: What do I need to know about the News Sheet?

A: *The News Sheet is published twice each month (occasionally there are three printed in one month). It is also published on the web (see the NEWS button on Crossroads Homepage). All news sheet articles need to be submitted in as few words as possible due to limited space. See the office administrator for details about the size of the area available for your article.*

12) Q: What do I need to know about the Online Calendar?

A: *All approved Crossroads events will be published on the Online Calendar available to be viewed by the public at www.crossroads.cc. Viewers can click on any event on the calendar for more details. If you’d like to add details about an event, just email them, and we’ll get it posted.*