



Church Ministry and Small Group Promotion Guidelines

Purpose:

This document serves two primary purposes:

1. Facilitating fair and effective promotion of church ministries and small groups as our community grows.
2. Preventing over-promotion that could lead to disengagement from our congregation.

We aim to promote the best interests of our church community and the advancement of God's Kingdom. As we navigate what works best for our church, this policy will evolve accordingly.

Definitions:

- Ministry Groups: Men's, Women's, Youth, Kids, and Outreach Ministries.
- Small Groups: Greeter Teams, Bible Studies, Home Meetings, Serving Teams, Royal Rangers, etc.
- Promotion: Any communication promoting a ministry, small group, or event.
- Church-Wide Event: An event reaching over half of the church body. Fundraisers are excluded (refer to Fundraising Policy).
- Sprinkles: Miscellaneous content that doesn't fit within other categories (e.g., Miracle Testimonies).
- Social Posts: Posts on platforms like Facebook, Instagram, etc.

Church Ministries Strategy:

While all ministries are important, we prioritize Men's, Women's, Youth, and Kids Ministries due to their broader reach. We aim to equally promote all ministries' events, with priority given to these four ministries during periods of overlapping events.

Internal Communication:

Information specific to your group/event should be communicated internally via various platforms such as social media, Church Center app, newsletters, etc. Personal communication remains the most effective way to grow your small group or ministry.

Ministry Social Media:

Utilize your ministry and small groups' social pages to engage with members/followers. Canva is free and can help you create amazing posts! All ministry social media accounts fall under the church umbrella, and while maintained by the ministry, they should have the church marketing director as their primary admin.

Radius Church Website for Groups/Ministries:

Ensure that public groups listed in the Church Management System (Planning Center Online) are regularly updated with relevant information. This data feeds into our church website and app for easy viewer access.

Radius Church Website and App for Events:

Use Planning Center's "Registrations" for event marketing. Once published, events automatically appear on the church website and app. Registrations also facilitate sign-ups and payments.

Radius Church Passport:

Quarterly publication providing information on events, small groups, etc. and provided to attendees before services. Content deadlines correspond to publication dates.

Digital Bulletin (via Email):

Limited to churchwide events and Men's, Women's, Kids, and Youth ministries. Large ministries may promote one event per quarter if slots are available.

Bathroom Marketing:

Easels in bathrooms are reserved for Men's and Women's Ministries' flyers only.

Radius Church Social Media, Announcement Video, Digital Bulletin, and Pulpit Announcements:

Content is decided by the Radius Church Marketing Team, focusing on church promotion, church-wide events, occasional highlights, and key announcements. Pulpit announcements require approval from the Lead Pastor and are kept minimal to ensure uninterrupted service flow.