



# Communications Manual



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# Calvary Church Communications Manual

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## OVERVIEW

The Communications Ministry oversees what you read, touch or click at Calvary.

This document is an integral part of Calvary Church's effort to help people take their next steps toward Christ. It provides guidelines designed to help effectively communicate the mission, vision and values of Calvary Church in logos, print, electronic and online media. How we communicate (beyond the platform) with each other and our audience brings the message to life. A consistent stylistic approach will have a positive impact on the overall excellence of our church.

- **Effectiveness**

Requires a partnership with staff and ministry leaders to facilitate good stewardship of resources. It's not about dogmatic ideas and rigid principles, but about harnessing the power of our message to enhance the experience.

- **Consistency**

Each communication piece is a valuable tool with the opportunity to unify or dilute all communications church-wide, depending on the quality of the information and how it is organized.

- **Clarity**

Simplify everything our audience sees or touches to make their life easier and more rewarding in every aspect of their engagement with Calvary Church. Help them connect with Jesus and others effortlessly.

- **Growth**

The commitment to excellence in our print and electronic communication tools provides even more areas for talented people to connect and serve.

## COMMUNICATIONS DEPARTMENT

For answers to issues not included in this guide (or for exceptions to principles listed) consult the Communications Department.

Contact: Chuck Scoggins, Communications Director Contact: Kyle Bradley, Communications Associate  
636.939.4343, x1119 or cscoggins@calvaryonline.cc 636.939.4343, x1138 or kbradley@calvaryonline.cc

## REFERENCES

You can also refer to the following recommended references.

- **Dictionary**

Merriam-Webster Home and Office Edition, Merriam-Webster, Inc., Springfield, MA, 1998  
ISBN 0-8777-96068. merriam-webster.com

- **English/Grammar**

The Associated Press Stylebook 2006, Norm Goldstein, Editor, Perseus Publishing, Cambridge, MA, 2006.

- **Web/Internet**

The Wired Style Guide: Principles of English Usage in a Digital Age, Constance Hale, Editor, Jessie Scanlon, Broadway Books, 1999 ISBN 0-7679-0372-2.

# STYLE GUIDE

## THE BASICS

- Always include the Calvary Church logo on every public piece.
- Always include the complete address, phone (with extension), email and Web site addresses.
- Every piece should cover the most important question our audience asks: “What’s in it for me?” Then follow up with the necessary basics of: Who, What, Where, When, Why and How (call to action).
- Any publication that will be viewed by more than 20 people should be proofed by the Communications department for **effectiveness, consistency, clarity**, and overall **design quality**.
- All mass emails (emails to more than 50 people) must go through the Communications department to make sure we are in compliance with the CAN-SPAM Act. Also, we want to make sure that our email domain is not applied to any SPAM blacklists. We want to make sure that your email campaign is effective by reducing the overall number (quantity) of emails an attendee of Calvary receives on a normal basis.

# STYLE GUIDE

## THINGS TO WATCH

There are several areas of writing that are neither right nor wrong, yet still must be consistent. Read through this section to familiarize yourself with Calvary Church's grammar, style and spelling conventions.

**ABBREVIATIONS** Avoid in general, particularly when referring to events or groups.

Example: Calvary Church (not CC or Calvary) – Calvary only acceptable in second reference.

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**SENTENCES** Choose active versus passive writing. Passive voice lowers the readability and clarity.

Example: Mark decided (not "It was decided").

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**TITLES** All titles are to be in italics for easier readability (rather than underlined or with "quotes").

Example: John Ortberg's *If You Want To Walk On Water, You Have To Get Out Of The Boat*

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**DATES** Drop reference to year when appropriate. Don't abbreviate.

Example: Tuesday, March 9 (not Tues., Mar 9 2006)

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**EMAIL** In text, email should be italicized and always lowercase. NEVER hyphenate email addresses. Never underline.

Example: *cscoggins@calvaryonline.cc* (not cscoggins@calvaryonline.cc nor cscoggins@calvaryonline.cc)

Note: Never publish volunteer personal email addresses in Calvary Church collateral.

Always use a calvaryonline.cc email address (use the responsible staff contact's email address if necessary)

Note: Microsoft Word will typically automatically add an underline under email addresses. If you press "ctrl+z" immediately after Word adds the underline, it will remove the underline.

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**PHONE** Should be separated with periods instead of dashes. Use lowercase "x" for extension with no space. Always include extension for direct connection. Since our ministry covers an area in multiple area codes (314, 636, etc.) always include the area code.

Example: 636.939.4343, x1119 (not 636-939-4343, ext. 1119 nor (636) 939-4343, 1119)

Note: Never publish volunteer personal phone numbers in Calvary Church collateral. Always use a Calvary Church phone number and extension.

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**TIMES** Should be written consistently and completely. Use am/pm, lowercase without periods.

Example: 6:00 pm (not 6 PM), 7:00 pm - 8:30 pm (not 7 to 8:30 p.m.)

Example: 12:00 pm (not 12 noon), 10:00 pm (not 10:00 tonight)

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**WEB** Use lowercase for all web addresses. Internet addresses should not be underlined. In body copy, addresses should be italicized. NEVER hyphenate.

Example: *youthspecialties.com* (not www.youthspecialties.com)

Web is capitalized when referring to the world wide web or Web site. When used as an adjective like web addresses or web copy, web is lower case. See also EMAIL note on Microsoft Word and underlining.

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**WORDINESS** Avoid it and eliminate unnecessary phrases or adjectives. If the sentence makes sense without it, you should take it out. A clear, concise writing style is preferred over a wordy, flowery style.

Example: phrases like "for more information" and "a time of" can generally be omitted.

# STYLE GUIDE

## PUNCTUATION, SPELLING & GRAMMAR

Most professionals know the difference between a subject and a verb; however, many errors continue to appear in writing. This section describes the grammar, word choice, punctuation and spelling errors that occur most often.

APOSTROPHE	Avoid using apostrophes in plurals. Example: CDs, URLs, FAQs, 1990s, etc.
BULLETS	Maintain consistency in the type of bullets used.
CAPITALIZATION	Avoid all caps, except for emphasis. It gives the impression of YELLING. Capitalize pronouns when referencing the Deity (God, Father, Holy Spirit, He, Him, etc.).
COMMAS	In lists of three items or more, eliminate comma before and/or.  Example: He went to the store, post office and dry cleaner. (not, "He went to the store, post office, and dry cleaner.")
EXCLAMATIONS	Do not overuse!!!!!!
HYPHENS	Make every effort not to hyphenate words. Add hard return if necessary to avoid. Never hyphenate Web site addresses.
NUMBERS	Spell out numbers one through nine, use numeral for 10 and above.  Example: one, two, three (not 1, 2, 3) or 10, 11, 12 (not ten, eleven, twelve) Example: six-week series (not six week, or 6 week or 6-week)
PERIODS	One space after periods and at the end of sentences. Omit periods in bulleted lists for incomplete sentences.
PUNCTUATION WITH QUOTES	The period and the comma always go inside the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.
WIDOWS	Eliminate. A widow is the last line or word of a paragraph printed by itself.

## IMPROPER AT A GLANCE

AFFECT/EFFECT	Affect means to influence, effect means result.
ALLUDE/REFER	These two words are not interchangeable. Allude means an indirect mention, refer means a direct mention.
E.G., I.E.	e.g., precedes an example, whereas i.e. means that is and simply restates what was just said. Always place a comma directly after e.g. and i.e.
IMPLY/INFER	To imply is to suggest or indicate, although never to express. To infer is to conclude from evidence.
INSURE/ENSURE	Insure means "to provide insurance for" and is the only meaning for this word. Ensure means "to make clear or certain."
IRREGARDLESS	Avoid this term. The correct term is "regardless."
ITS/IT'S	Its is the possessive form of the pronoun "it." It's is a contraction of "it is."

# STYLE GUIDE

## PROPER AT A GLANCE

### GENERAL

- a lot (not alot)
- all right (not alright)
- backup
- cannot (vs. can not)
- CD or CDs
- email (not e-mail)
- FAQ or FAQs
- flier
- information about (not information on)
- Internet
- online
- snail mail
- voicemail
- Web site
- web address

### CALVARY SPECIFIC

- Worship Center (not Auditorium or Sanctuary)
- Atrium (the area at the Mid Rivers Campus near the big glass windows)
- Lobby (the area at the Mid Rivers and West Campuses where the Welcome Centers are located)
- 101 Discovering Calvary (not 101: Discovering Calvary)
- Newcomer's Class
- Children & Families' Ministries
- YES! Ministry
- Room 150
- Calvary Church Bulletin (Bulletin should be capitalized)

## REMEMBER

- One error can convey that the information or audience is not important or valued. Always have someone (preferably someone who is unfamiliar with the material) proof-read your work before it becomes public. Do not rely on your computer's spelling and grammar checkers.
- Use titles, headings and subtitles, but maintain consistency in style.
- Replace long blocks of text with easier-to-read bulleted lists.
- Break up text for important words by using bold, italics or underline. But don't over do it. Less is more.

# STYLE GUIDE

## WRITING FOR THE WEB

People read online content differently than they do print materials. The physical limitations of computer monitors, as well as the nature of a hypertext environment, prevent people from reading for long periods of time or in a linear fashion. While good writing is good writing, understanding these differences is crucial to communicating effectively on the Web.

Interestingly enough, in today's information age, people are becoming more accustomed to the reading style of web copy and are becoming more impatient with lengthy print copy. The transition has already begun to move to a "task-driven" reading approach as more and more documents are being published in scannable or bulleted formats. In other words, web copy translates well into printed material but print copy does not translate well into Web copy.

- "Chunk" text (break into bite-sized pieces) for quick and easy consumption.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make one point per paragraph.
- Use a sans-serif font like Arial for easier readability on the Web.
- Avoid empty phrases, market-speak and floweriness. A reader is more likely to trust the content when it is not over-hyped.
- Eliminate vague modifiers (e.g., really, very, actually, sort of, etc.).
- Employ the "inverted pyramid" style of writing – place the main point of the topic in the first or second sentence instead of leading up to the topic sentence with introductory sentences.
- Break paragraph points into bulleted lists.
- Never use "click on" or "click here." Just make the subject a hyperlink.

Example: Register now. (not "Click here to register.")

Example: Connect at our special events or small groups. (not "Click here for small groups.")



# VOICEMAIL AND EMAIL

## THE BASICS

- Check your mailbox at least once per day and respond within 36 hours to a request. If you are on vacation or will be unable to respond in a timely fashion, either set your out of office message on or make sure someone else is monitoring your emails.
- Reply to every message that originates from a person. Delete general solicitations and advertisements.

### Forwarding:

- If you are forwarding to someone else for a response, copy that person in your reply and reference his or her email address. Also, send blind copies (BCC) to contact's assistant when applicable.
- Forward to one person only for follow-up and BCC other contacts as professional courtesy only. Monitor responses to original message. Follow up in one week if no response is received.
- When forwarding, make sure contact will be available to answer it in a timely fashion.
- Never forward to or distribute personal email addresses in replies. Always use a church email address vs. a Home-based email address.
- Always include the phone number when recommending people call someone.
- Always include the URL address (web link) in the message when recommending a place on the Web.
- Use staff titles in email responses. For example, "Curt Neff, West Campus Pastor, will have the answer to your question."
- Include this signature format when replying to all messages:

### **Chuck Scoggins**

Communications Director  
Calvary Church  
636.939.4343, x1119  
cscoggins@calvaryonline.cc  
www.calvaryonline.cc

Note: Custom fonts in email and on the Web will not display properly if the viewer does not have the font installed on their local computer. Therefore, it is not appropriate to use any font other than Arial, Helvetica, or Times New Roman in an email.

## REMEMBER

- You may be the first and only contact that someone has with the church.
- Your goal is to connect people directly with a resource and not necessarily another person.  
Avoid the middleman.

## ASK YOURSELF

- Instead of connecting people to the church staff, how can we connect them with each other?
- Instead of making people wait for us, how can we give them tools that empower them to do things themselves?

# COMMUNICATION VEHICLES

## PROMOTIONS

There is a tremendous pace of ministry happening at Calvary Church. To get the word out and ensure we're providing the best "wow" experience for our guests, it is necessary that everyone is "moving their oars in the same direction, in unison." Complete the following steps for every event, class, team opportunity or other announcement.

### STEP ONE: Enter event in ACS

- Enter the event in ACS (see Shawn Ross or Sindy Minor for training). This step is required for events on and off campus.

### STEP TWO: Request Event Promotion and Graphic Needs

- Use the "Graphics Request Form" at [www.calvaryonline.cc/staff](http://www.calvaryonline.cc/staff)
- The "Graphics Request Form" should be used for all graphic requests except:
  - Bulletin Requests (see below)
  - Video Promotions to play in the Worship Service should be requested through Chuck Scoggins directly and will be decided upon by the Design Team.

### STEP THREE: Request Bulletin Publication

- Monday at 12:00 pm is the deadline for Bulletin submission requests.
- Any requests lacking information and not following the styles in this manual will be returned/rejected to sender for revision.

### STEP FOUR: Request Sign-Up Table

- If your event requires promotion through a ministry sign-up table, coordinate it through the Communications Ministry Administrative Assistant, Mari Kruse ([mkruse@calvaryonline.cc](mailto:mkruse@calvaryonline.cc)).
- Sign up table signage will be provided by the Communications Ministry.
- The sign-up tables should be staffed before and after EVERY SERVICE (Wednesday Night, Saturday Night, and Sunday Mornings - where applicable).
- Sign-up tables should be stocked with information about the event throughout the week following the promotion Sunday in case guests stop by during the week needing to pick up information.

### STEP FIVE: Develop collateral and promotional materials.

- Make sure all promotional, correspondence or any other communication materials (online and off) adhere to the standards and guidelines in the Communications Manual.
- Submit all materials to the Communications Department for proofing 24 hours in advance. Make sure you receive approval before moving to the next item.

### STEP SIX: Let people register on the Web when possible.

- If your event requires online registration, make sure you note that on the Graphics Request Form. Be sure to include any necessary fields for special information you want to collect through the registration form. Events requiring registration will need a two to three week turn-around. For more information about Calvary's Online Registration, contact Chuck Scoggins.

## OTHER INFORMATION

- All promotion methods and church-wide communication are coordinated through the Communications Ministry (in collaboration with the Senior Pastor and Executive Director).
- All promotion requests will be considered for announcement in the following communication vehicles based on timeliness and scope. If you have a special request or idea for promotion, mention it on the Graphic Request Form on the staff page of our website.
  - o Bulletin
  - o Enewsletter
  - o Prelude Slides/Video
  - o Platform announcements
  - o Announcement/Promotional Video
  - o Media relations (Remember: Do not send news releases or contact the media without approval from the Communications Ministry.)

# GRAPHIC STANDARDS

## CORPORATE LOGO GUIDELINES FOR USING THE CALVARY CHURCH LOGO

The following section explains policies and guidelines for the use of the logo and provides information for the preparation of various types of printed materials used by the church. To assure effective usage of the Calvary Church logo, these guidelines must be followed. If the Calvary logo is printed on anything the Communication Department must review and approve.

### 1. USE OF AUTHORIZED LOGOTYPE AND MARK ONLY

The official Calvary Church logo consists of two components shown below; the words 'Calvary Church' and the accompanying three-unit graphic cross Mark (referred to as the Mark). They both must be reproduced from authorized original reproduction-ready art and cannot be redrawn, re-proportioned or modified in any way. Only the Calvary Church Communications Ministry has official art suitable for publication.. Both the logotype and Mark must be reproduced. Only the Communications Ministry can determine in which cases it is permissible and/or appropriate to use the logotype without the accompanying graphic Mark or the Mark without the accompanying logotype.



### 2. REPRODUCTIONS AND MINIMUM SIZE

Contact the Communications Department for electronic files of the logo. The logo must never be reproduced in sizes such as to produce the Mark smaller than 1/2 inch in diameter, as shown in the example below.



### STRETCHING THE IDENTITY LOGO

Take care when you use an electronic version of the logo so as not to stretch, skew, or scale it disproportionately. In most software applications, holding down the "shift" key while dragging a corner handle will cause a program to constrain the proportions.

### 3. COLORS FOR REPRODUCTIONS

In most instances, the official identity should be reproduced in two colors (the greys are tints of black), with the word 'Calvary' and the circle portion of the mark printed in black ink and the cross of the mark and "Church" printed in red PMS (Pantone Matching System) color.

Use these colors when printing to a CMYK printer (or when using an outsource printing company).

- Red - PMS 201
- Black - 100% K
- Light Grey - 50% K
- Dark Grey - 100% K
- Text Font - Myriad

Although printing in two colors is preferred, when printing in one color is necessary, 100% K or 100% PMS 201 appropriate.



# GRAPHIC STANDARDS

## CORPORATE LOGO GUIDELINES FOR USING THE CALVARY CHURCH LOGO

### 4. INTERNET USE

When using the logo on the internet, provide the designer with an RGB version (as opposed to the CMYK version). The Communications Department can provide you with the correct version that you need.

### 5. INDIVIDUAL CAMPUS LOGOS

When using the logo on a campus-specific event, it is appropriate to use a logo tagged with a campus reference (see below). When using the logo in a publication that spans multiple campuses, or doesn't refer to a specific campus, use the non-tagged version.



Note: When referring to the Mills Mall Campus, use "Mills Mall" on publications to be used internally, and "@theMall" on publications to be used externally. When in doubt, use "@theMall."

### 6. SAFE AREA

When reproducing the logo, at no time should any printing or imagery violate the safe area of the logo ---- that is, to print either words or imagery too close to either the Mark or logotype. The safe area border is the height of the word 'Calvary,' at the size the logo will be reproduced at, extending out in all directions from the logo ---- as illustrated by the guidelines below.



# GRAPHIC STANDARDS

## CORPORATE LOGO GUIDELINES FOR USING THE CALVARY CHURCH LOGO

### 7. UNACCEPTABLE USES

Unless cleared with the Communications Department, the logo should be used as described above. None of the following are appropriate unless there is a special circumstance (approved by the Communications Department):



### 8. ACCOMPANYING TYPEFACES

The Myriad Roman and Myriad Bold type family will accompany materials on which the identity appears, including stationery, forms and business cards. Myriad Roman was chosen for the compatibility with the new identity and helps convey the new image and brand of Calvary Church. Myriad Roman is the font that the words 'Calvary Church' are set in.

#### Myriad Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Myriad Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTU...  
1234567890

# APPENDIX

## SAMPLE RESPONSE LIBRARY

These are samples of responses you can send if someone contacts you by email or telephone.

### PRAYER REQUESTS

Thank you for your message and your concern. I have forwarded your message to the prayer team. Please keep them informed with any updates to your request or answered prayers.

If applicable, also include:

I have also forwarded your message to Debbie Hendricks ([dhendricks@calvaryonline.cc](mailto:dhendricks@calvaryonline.cc)), *Church Secretary*, who handles our prayer chain.

### GENERAL RESPONSES

General responses for things such as: address changes, bookstore/resources, building project, class registration changes, general comments or criticism, prayer requests, small groups, weddings/funerals, etc.

Thank you for your email. I'm sending your question(s) to [name and email address], our [title of staff member]. He/she handles [topic]. If you don't hear from him/her in response to your question(s) in the next several days, please feel free to get back in touch with me.

### ANONYMOUS COMPLAINTS

I appreciate your time in writing this note, but we do not respond to anonymous messages. If you'd like to call the church and talk through this with someone, feel free to do so at 636.939.4343.

### EMOTIONALLY-CHARGED COMPLAINTS

Be cautious when handling emotionally-charged emails. Leave out any personal reply that may indicate you are accepting their emotion as our own. For example, don't say "I would be upset in your situation as well." Your responsibility is to affirm by responding to the urgency of their message; someone has heard their comments and will forward it immediately to the relevant contacts for response. There is likely more to the story and it is the responsibility of the relevant contact person to dig deeper and respond appropriately. Stay as neutral as possible in your response.

Thank you for your message and taking the time to share your concerns with us. I have forwarded your message to [contact person, title and email address]. He/she is prompt with responses, but is occasionally out of town. You are important to God and important to the church. Please get back to me if you are unable to connect and get your questions answered. Let me know if I can be of any further assistance.

### CHURCH RECOMMENDATIONS

I am not familiar with churches in that area. Calvary Church is a member of the Willow Creek Association, so you may want to check their Web site, [willowcreek.com](http://willowcreek.com), and use the "Find a Church" function. We are also a Purpose-Driven Church, and a nationwide listing of other participating churches can be found at [purposedriven.com](http://purposedriven.com). I hope this helps.

### ADVERTISING AND MARKETING SOLICITATIONS

Thank you for making us aware of the opportunity from your organization. Calvary Church has a policy that we are no longer accepting solicited/sponsorship requests by outside firms, agencies or organizations. This is due, in part, to the large quantity of solicitations we get from outside organizations and a strategic plan we have for our limited advertising resources. The only exception is sponsorship and advertising requests that are directly solicited from a member (or attendee) of Calvary Church, which will be considered on a per request basis.

# APPENDIX

## ONLINE DOWNLOADS

You can access product downloads at [www.calvaryonline.cc](http://www.calvaryonline.cc) under Resources: <Insert link to Resources page on [calvaryonline.cc](http://calvaryonline.cc) here>.

## REQUESTS FOR VIDEOS AND OTHER MATERIALS USED IN THE SERVICES

Thank you for your interest in resources that we've used in our Worship Services. We're glad that you were impacted by them. Please check our Online Resource Center at [www.calvaryonline.cc](http://www.calvaryonline.cc) for materials that we have made available. Please note that most of the resources we use are protected by copyright law and we've used them with permission. We do not, however, distribute these resources. If you would like more information about a specific resource that we've used, please contact Mari Kruse, *Communications Ministry Assistant*, at 636.939.4343, x1124 or [mkruse@calvaryonline.cc](mailto:mkruse@calvaryonline.cc).

## POTENTIAL GUEST

I recommend you come visit our weekend services and begin to determine if our ministry is a good fit for you. The weekend services are targeted to people who don't typically attend church. In addition to the message, you'll experience today's music, media, drama and other creative elements to help introduce you to Jesus Christ. After you've attended one or both of these services, the next step you may want to take is our Newcomer's Class or 101 Discovering Calvary. There you'll learn about the mission, vision and values of our church. Please contact Curt Neff, *Spiritual Growth Pastor*, at 636.939.4343, x1101 or [cneff@calvaryonline.cc](mailto:cneff@calvaryonline.cc) if you would like to learn more about our Newcomers Class or 101 Discovering Calvary.

## BAKE SALES

Thank you for contacting me. Just to confirm, the church is not interested in pursuing this opportunity. Instead, we've elected to focus on teaching people Biblical stewardship principles and encouraging people to support the ministry financially through their tithes and offerings. We do this for several reasons. Let me try to briefly elaborate. Here's what that strategic decision accomplishes:

- It keeps the message clear and focused. The emphasis is on helping people understand Biblical stewardship principles. Instead of the church asking people to purchase \_\_\_\_\_ or other products and services, we're encouraging people to worship God through the act of sacrificial giving.
- Additionally, this helps people focus on serving God through ministry involvement. We'd rather have your time and the time of the hundreds of other people at Calvary Church who make their livings through various forms of sales be focused on worshipping and serving Jesus while they're connected in our ministry.
- More importantly, eliminating fundraisers (with the single exception of our Youth Auction) creates a better environment for new people who are connecting to our church. We don't want newcomers to be approached by salespeople or marketing messages. Instead, they need an environment in which they can meet Jesus and learn how to take steps in that relationship.

## OTHER SALES REQUEST RESPONSES

I'm sure you offer a wonderful product, and I certainly appreciate your heart for wanting to support the ministry financially. It's just that we can't allow one person to offer their products and services without also opening that up to the hundreds of other people in our congregation that would also want to sell their products and services. We get this type of request frequently. In a church that is reaching so many people in our community, we're not able to accommodate any of those requests. I'm grateful, however, for your commitment to our ministry. It's encouraging to know that there are people like you that are very supportive of the mission and vision God has called our church to accomplish in this area.

Thank you, again, for your inquiry.

## REQUESTS TO DISPLAY OR DISTRIBUTE BROCHURES, FLYERS, HANDBILLS, ETC.

At this time, Calvary's general policy is to not allow organizations outside the church to display, hand out, or distribute in any manner any publications not representing an internal ministry or strategic partnership of Calvary. This is due, mainly, to the need to reserve space for the large quantity of internal ministries and events that we need to promote. Thank you for your inquiry.

# APPENDIX

## PRINT MATERIALS REQUESTS

Calvary Church considers requests for copies of our training and operational materials on a per request basis. Direct the person to the pertinent staff person that oversees the ministry from which they are requesting materials. If their request spans several ministries, direct them to Mike Sherman.

Thank you for your email. I'm sending your question(s) to [name and email address], our [title of staff member]. He/she handles [topic]. If you don't hear from him/her in response to your question(s) in the next several days, please feel free to get back in touch with me.

## DATABASE RECOMMENDATIONS

Each church has unique needs. In addition, scalability is a big issue. While one solution may work well today, it may need to be replaced every 18 months with a different solution. We suggest that you carefully consider your needs and search for a solution that best serves your congregation realizing that what we use might not be the best solution for you. We currently use ACS for our church database. Consider starting your search with ACS at the link below. Both are great resources. Happy shopping!  
[www.acstechnologies.com](http://www.acstechnologies.com)

## GRAPHICS

We create most of the graphics from scratch for our various series using volunteers and in-house staff. Because of the quantity of requests we receive for copies of various images and graphics that we use, we package the best of the best and make them available for download on [www.calvaryonline.cc](http://www.calvaryonline.cc).

Another note: we usually plan a message series to last 4-6 weeks to make the graphic investment more affordable.

For information about programs we use to create our graphics and videos, please visit the Communications Blog under the "Blogs" tab on our web site, [www.calvaryonline.cc](http://www.calvaryonline.cc).

## JOB SOLICITATIONS

When people inquire about employment opportunities, respond by letting them know that we hire staff from our church when possible. The ministries listed below are better equipped to provide career/ministry counseling for pastors.

[ChurchStaffing.com](http://ChurchStaffing.com)  
[WillowCreek.com](http://WillowCreek.com) (see "The Exchange" under Tools & Services)  
[Pastors.com](http://Pastors.com) (see job openings under "Pastor's Forum")

In the instances when we've recruited from outside our church, we've used the resources listed above for advertising those roles. Divert people to other sites and give no indication that anyone else will be responding to their inquiry. However, you still should forward resumes to appropriate staff contact (just to make sure we're not passing up somebody that we'd really want to have on board). For example, we might consider hiring John Ortberg as a teaching pastor if he was interested!



# APPENDIX

## TOUR REQUESTS/PERSONAL MEETING REQUEST

Thank you for your interest in the operational ministry of Calvary Church. Building tours and meeting requests are considered on a per-request basis. To discuss potential tours of our church and interviews/meetings with our Pastoral staff, contact Mike Sherman, *Executive Director*, at 636.939.4343, x1105 or [msherman@calvaryonline.cc](mailto:msherman@calvaryonline.cc).

## DVDs OR MULTIMEDIA

See: REQUESTS FOR VIDEOS AND OTHER MATERIALS USED IN THE SERVICES

## WEB SITE

We use a company in Tennessee to develop and host our Web site. Vitasite (a Content Management System) by Alliance Software [www.Vitasite.com](http://www.Vitasite.com)

I hope this is helpful. Please contact me if I can be of any further assistance.

## REQUEST FOR INFORMATION ABOUT CALVARY CHURCH

Please Note:

We are happy to help you with any questions you may have regarding Calvary Church and [calvaryonline.cc](http://calvaryonline.cc). However, there are some inquiries that we will not be able to assist you with, such as:

- Salaries of staff members
- Personal information about our staff
- Copies of floor plans for our buildings
- Copies of budget and financial reports
- Requests for copies of insurance policies or retirement details
- Requests for copies of bylaws, articles or constitution
- Requests for donations
- Theology issues

# COMMUNICATIONS VALUES

Calvary's Communication Ministry will:

- Reinforce that we are a unified church working toward a common vision, not a federation of sub-ministries.
- Focus on both the needs of our guests and the needs of our ministries.
- Deliver excellence in timeliness, accuracy, design, layout and ease of use.
- Be simple and clear, eliminating unnecessary fluff or complicated content.
- Always attempt to present in a language, style and method that is visible and understandable to the first-time guest.
- Not be fair, but instead will be appropriate based on ministry priorities. This means that "equal time" is not valued or considered. We will also live under the authority of Calvary's Leadership, meaning the Senior Pastor or Executive Director can "bump" your project for a higher priority one at any time, even if we've committed to doing a project for you.
- Be designed so it reduces the noise in people's lives and eliminates competition between ministries. Too much information can be just as dangerous as not enough. Therefore, we will provide the basic information for people to easily scan.
- Capitalize on our strength. Most people will connect to Calvary for the first time through a weekend service. Therefore, most of our communication resources will be expended on inviting people to the weekend service, making sure they have a meaningful experience in the service through media and graphics, and then helping them take their next step beyond the weekend service.
- Be sustainable. We won't launch a deliverable (i.e. newsletter or Web site) if we don't have the systems and personnel to maintain it with excellence.
- Actively balance inspiration and information. Therefore, everything will be evaluated in context of the church; not just a ministry audience.