



COURAGEOUS STORYTELLERS

MEMBER RESOURCES FOR CHURCH COMMUNICATORS

This resource is provided by Matt Ehresman at First MB Church in Wichita, Kansas in partnership with Courageous Storytellers.

For additional resources like this one, visit
CourageousStorytellers.com.

THE PLAYBOOK JR.

(AWWW... ISN'T IT CUTE?)

THE REALLY IMPORTANT STUFF*

(*It's all important)

- For all events, all information must be on Planning Center **six weeks** before your event starts. This reserves your time/date/location on the calendar, confirms resources (tables, chairs, etc.), and provides ample time to create graphics.
- Most events receive **three weeks of promotion**. Most of them are featured in our email, bulletin, "News Loop" slide, News page on our website, space at the Connect Table, Facebook, Info Wall, and (if you're *super* lucky) signs in the bathrooms! Sometimes you need two rounds of promotion: One for volunteer sign-ups (VBS, Verenika, Fall Connection, etc.), and then another round for the actual event. In those cases, you generally get three weeks for both, but that also means the info needs to be to the Creative Arts team six weeks before you need to start promotion.
- If you're a volunteer, fill out the form at firstmbchurch.org/events.
If you are on staff, have your admin put the info into Planning Center.
*Remember to select Promotion as a resource. If you don't, the Creative Arts Team won't know you need anything from us.
- If you need to announce something that isn't directly tied to an event, or if it is something hosted by someone other than First MB (Tabor, MCC, etc.), email all the details to Stacy. There is no longer a form for this! Hooray!
- Occasionally you may have events or announcements that you would only like to be featured in the email newsletter and nowhere else. If that is the case, select "Email only" through Planning Center.
- Remember, if you're hosting an event and you expect "someone" to play video, PowerPoint, run audio, etc. please get that information to us as soon as possible so we can schedule necessary tech help.

PRIORITY LIST

- Priority 1: Stuff for Sunday services
All done by Matt/Creative Arts team
- Priority 2: Church-wide marketing materials (website, large print pieces, etc.)
All done by Matt/Creative Arts team
- Priority 3: Events where an entire "population" (kids, students, men, women, PrimeTimers) is invited
Done by Matt/Creative Arts team or admins following Playbook
- Priority 4: Content for smaller population (1st graders, junior high parents, etc.)
Done by whoever and they can do whatever the flip they want!*

* We'd be super grateful if you still follow the Playbook.

BOOKLETS

We do seasonal booklets five times a year. These are good for several reasons. Please make sure your events are on the calendar as early as possible so we can put your stuff in these. Here are the time frames:

Winter: January 1 – February 28 (November 15 deadline)
Spring: March 1 – April 30 (February 1 deadline)
Summer: May 1 – July 31 (April 1 deadline)
Fall: August 1 – October 31 (July 1 deadline)
Holiday: November 1 – December 31 (October 1 deadline)

VIDEOS

Most of the time, each ministry area will be allowed one video feature per year produced by Matt/Creative Arts team. Sorry. We wish we could do more. Occasionally we are able to do more than one. You can ask, but don't be upset if we can't.

SOCIAL MEDIA

Please check with Matt/Creative Arts before you create a new social media profile. It may actually be more helpful for you to utilize existing channels instead of making a new one.

LOGOS

Put our logo on (basically) everything. You can download ALL KINDS OF THINGS at firstmbchurch.org/logos. For most projects, the logo should be about 2 inches wide.

FONTS

Use the Open Sans family. Open Sans light is good for body text. Open Sans Semibold or Extrabold are good for headlines.

DESIGN

When creating designs, please do not use more than two fonts. You can use one "specialty font" of your choice, and then use Open Sans for accompanying information.

PHOTOS

If you need stock photos, check pixabay.com first. They are good and they are free and that is good. If you can't find what you need, check with Matt. Don't just use Google.

RANDOM FUN (SO WE'RE ALL ON THE SAME PAGE)

Date | Time | Location

a.m. and p.m.

Spell out dates (September 23)

URLS like this: firstmbchurch.org (italicized and no http or www)

Every piece that goes out should be proof-read by at least two people.