

| <b><u>Communications Platform</u></b> | <b><u>Notes</u></b>   |
|---------------------------------------|---|
| Bulletin Board - Community            | At each campus  |
| Bulletin Board - Core Ministries      | In lobby or near front entrance                                 |
| Bulletin Board - Youth Ministries     | Each campus has designated birth-college areas                  |
| Connect Center                        | In lobby at both campuses, bookshelves + pop-up banners         |
| Direct Mailing                        | Snail mail  |
| Email - Church Wide                   | Formatted: church mailings saved search                         |
| Email - Focused Group                 | Formatted: sent to saved search, or CCB group                   |
| Email - Personal from Ministry Leader |   |
| Exterior - Building Signage           | General signage and special event signs                         |
| Exterior - Mill Run Community Board   | Mill Run association grants permission                          |
| Facebook - Event                      | Hosted by UALC primary page, and/or campus page                 |
| Facebook - Live Video                 |   |
| Facebook - Post (graphic)             |   |
| Facebook - Post (no graphic)          |   |
| Information Desk                      | Reception area at both campuses                                 |
| Instagram - Post                      |   |
| Instagram - Story                     |   |
| Lobby Tabletops                       | Flyers / information sheets on tables in lobby                  |
| Mill Run Staff Office                 | On-top of filing cabinets (MR primarily)                        |
| Ministry Center Table                 | High-top or rectangle table in lobby                            |
| Ministry Guide - Quarterly            | Quarterly publication - Submission due two weeks before release |
| Pre-service Slides                    | Pro-Presenter slide loop before/after worship services          |
| Staff Folders                         | Insert into each staff folder                                   |
| Sunday Handout                        | (8) weekly announcements  |
| Sunday Verbal Announcement            | Presider or Preacher  |
| UALC Mobile App                       | Events, weekly resources, and more                              |
| Vimeo - Video Library                 | Video playlists online  |
| Website Homepage                      |   |
| Website Page Listing                  |   |
| Welcome Vision Screens                |   |

| <u>Resources</u>                           | <u>Notes</u>  |
|--|---|
| Booklet - External Print (perfect binding) | Book publication (ex. Portrait of a Disciple, seasonal daily devotions) |
| Booklet - Printed In-house (saddle stitch) | Simple publication with stapled binding (ex. sunday handout, bulletin)  |
| Connect Card / Postcard / Flyer            | Printed publication intended to give details about ministry / event     |
| Email - Custom Formatted                   | Branded email   |
| Email - Simple Personal Mail Merge         | created and sent by ministry leader                                     |
| Graphic - Promotion Slide                  | 16x9 - Also used for welcome vision                                     |
| Graphic - Social Post                      | Primarily Instagram and FB - Also used for website                      |
| Information Sheet / Brochure               | Ex. "The Link" quarterly letter   |
| Letter - Corporate Communication (printed) | Ex. UALC branded thankyou cards / guest follow-up postcards             |
| Letter - Personal (handwritten)            | On-location photo capture   |
| Photos - Event / Ministry                  | Print publication intended for personal invitation / connection         |
| Poster - (large bulletin board)            | Core ministry board - large format printer                              |
| Poster - (small bulletin board)            | 11x17 or smaller printed poster   |
| Poster - Exterior Banner                   | Large format print , or special event (flags, signs etc)                |
| Poster - Pop-up Banner                     | Single or double sided retractable banners                              |
| Quarterly Ministry Guide                   | Worship   Grow   Serve  |
| Sunday Handout (weekly)                    | Eight short highlight announcements                                     |
| Verbal Announcement                        | Crafted announcement delivered during worship service                   |
| Video - "Unvarnished" Announcements        | Casual updates / information from lead pastor                           |
| Video - Event BROLL                        | Ex. O2 conference capture and event recap                               |
| Video - Livestream                         |   |
| Video - Promotion Video                    | Ex. VBS volunteer trailer   |
| Video - Story Moment (testimony)           | Ex. Mission Moment Videos, Small group videos                           |
| Website - Custom Site                      | External site or splash page  |
| Website - Post on church site              | Information posted on church website                                    |