

EMMANUEL EVANGELICAL FREE CHURCH

COMMUNICATIONS BOOKLET

To provide clear, simple communication that not only engages, but inspires our church family to live out the vision and mission that God has called us to.

Revised October 2017

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Communications Department Staff



LISSI MOFFIT

Communications Manager

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Communications Philosophy & Requirements

The role of the Communications Department is to assist ministry leaders in the development and strategic planning of promotions that take place in our church. Departments can determine what their promotion needs are, what communication vehicle best suits their promotion (within pre-established communication vehicles and timelines), and assemble their promotion or choose to submit their ideas to be handled by the Communications Department.

The Communications Department will ensure in all cases that guidelines, best practices, and overall character, quality and church mission are reflected. Informally we refer to this process as *making it us*.

Phases

When developing a promotion, it is best to think about it in two phases.

Phase 1: Department Partnerships

Work towards making intentional partnerships within the existing ministries of Emmanuel. Reach out to other programs and their leadership teams with the goal of cross promotion. Build relationships that will mutually benefit the promotion of your event or ministry in the long-term.

Phase 2: Church-Wide Promotion

Start by submitting a Promotions Request Form, giving adequate time to run your promotion.

Preparing a Promotion

Before making a request, ask these questions:

- Have you allowed adequate time for the communications process to be accomplished?
- Have you booked your room & tech needs with the Admin Centre at reception@eefc.ca or 204-326-9865?
- Have you received approval from your ministry Pastor or Director?

A church-wide promotion begins with filling out and submitting a completed Promotion Request Form to the Communication Department **five weeks** prior to the start date of your ministry event. Ensure that you have the required information and that it is included on your form. The Communications Department will contact you if any Promotion Request is not complete, properly filled out or approved by a ministry Pastor or Director. Forms can be obtained at the Admin Centre or emailed to you upon request. When completed return to the Admin Centre during the week or email it to communications@eefc.ca.

Ensure that you have given the appropriate time requirements needed to suitably create and run your promotion. *See deadlines for further timelines.*

Deadlines

We require all church-wide promotions to be completed and submitted **five weeks** prior to the start of your event or ministry.

Here's why

Running your promotion three Sundays leading up to the start of your event will provide maximum results for a congregation our size. It takes at minimum two additional weeks for the processing and creation. In total, five weeks is necessary to run your promotion adequately.

Communications Vehicles & Design Requirements

- Graphic Image (1920px x 1080px, jpeg, 72 ppi)
- The Weekly (video announcements)
- Bulletin
- Bulletin Insert (5.5" x 8.5")
- Information placed at the Admin and Welcome Centre
- Bathroom Posters (released the first Sunday of each month)
- Lobby Loop
- Website News Feed Post (website post with a maximum of 500 words)
- Website Calendar
- Sign Up Table in the Hub
- Mailboxes Inserts (5.5" x 8.5", there are roughly 650 mailboxes)
- The Event Guide (released the first Sunday of each month)
- 4"x6" Handbills
- Email (Mail Chimp)
- Social Media Post (Facebook & Instagram)
- Facebook Promotion (generally \$20-\$40)
- 8.5" x 14" Posters
- Floor Sign (11" x 17")
- Door Sign (8.5" x 11", portrait)
- Coroplast sign with easel (24" x 32", \$150, full colour)

Communications Guide

Style, Values, Best Practices, and Tips

The Emmanuel Communication Guide helps our church ministries to communicate consistently and effectively. Think of it as a savvy friend you can lean on. You do not have to memorize everything; you just need to know when to consult your friend. It is a good idea to follow these guidelines in all but the most informal communication. (Speed and brevity win in quick email exchanges with other staff members, personal texts, online chat, and, in some cases, Twitter and Facebook posts.)

These guidelines are based on a combination of sources, with the majority coming from the Canadian Press Stylebook.

Looking for a fast answer? Use the [Quick Reference Guide](#) (on page 16), and if you want to save a copy on your desktop or print it out and laminate it, we will be giddy with delight.

Why Does Communication Matter?

If you use words, you communicate for Emmanuel. Any time we send an email, post on Facebook, put together an insert, interact with a volunteer, etc., we represent! And we are not just representing our church—many people are making judgments about Christianity based on our words. It is worth our time and effort to communicate with excellence.

Good Communication Removes Roadblocks

Whether it is getting people to take part in an event or just try out Emmanuel for the very first time, communication can help you reach your goals. These values, best practices, and guidelines are here to help you remove as many obstacles as possible that might get in the way of people taking their next steps with Christ.

Our Communication Values

- **We're advocates for our audience.** Our communication makes people's lives easier, not more difficult. We are on their side and put their interests before our own.
- **We're not mediocre.** If it is worth putting into words, it's worth getting right. We communicate with excellence.
- **We're user-friendly.** We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever.
- **We avoid insider lingo.** We will not use words that are hard to understand. We explain Emmanuel terms and any phrases that may be confusing to someone who has never stepped inside a church.
- **We say less to communicate more.** We keep it brief, knowing people are much more likely to engage with concise content.
- **We do not sell.** We understand people tune out advertising and manipulation. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.
- **We will communicate what we want *for* people, not what we want *from* them.** We are not giving people to-dos. We are presenting them with opportunities.
- **We have got personality.** We let our personality shine through in our communication as we are authentic, informal, sincere, positive, and fun.

Best Practices

Get a second set of eyes on it. Have a person with an aptitude for proofreading look over your piece. If there are typos and misspelled words, you can undermine a beautifully crafted piece. Not only is this a best practice, it is a must practice.

Have a goal. For every piece of communication, before you do anything else, determine the goal. Do whatever you need to do to gain clarity about the desired outcome and keep it in front of you during the entire creation process.

Add an evaluation step. Once the piece goes out, it is important to look back and ask whether it met its intended goal. What can we learn for future pieces?

Know your audience. The group we are talking to determines how we approach our communication. What is their experience with us? Put yourself into their shoes and communicate based on their perspective.

Do not load people down with too much at once. Maybe you need to delay communicating one message so another has a better chance of getting through. Or it might mean you only present the first step in a process instead of five action items.

Choose the right channel. Your message and your goal should determine the communication channel you use, email newsletter, Facebook post, etc. For example, if people need to take action online, an online method of communication might be the best choice.

Consider context. Where is your content going to live? What else is being talked about there? Does what you are communicating conflict with that? Does it duplicate that? Is it out of place there?

Lead with the most important thing. Do not bury key information under several sentences or paragraphs. Use an inverted pyramid style, keeping the most important, foundational information at the top.

Cut, cut, cut! Avoid redundancy and wordiness. Once you write a piece, see how much you can eliminate without losing meaning.

Use an active voice when possible. It is more direct and stronger than the passive. In active voice, the subject takes the action. Example: “Thousands attended the event,” rather than “The event was attended by thousands.” Or: “Emmanuel partners with community organizations,” instead of, “Community organizations are being partnered with by Emmanuel.”

Avoid overused words. Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.

A Matter of Style

When expert opinions do not agree about usage, it is called a style issue. In those cases, it is up to an organization to determine what it will do—and stick to it. Please use the guidelines below in all Emmanuel communication.

Times

- **Correct: 6 pm, 7-8:30 am, 8 am-5 pm.**
- Only include the numbers after the colon if the times are not on the hour. (Do: 8-9:30 pm, Don't: 7:00-8:00 am)
- am/pm has no periods, and one space between the numbers and letters. (Do: 9-10:30 pm.)
- Use a hyphen (-) with no spaces. (Do: 8-9:30 pm.)
- Use noon or midnight, not 12 am or 12 pm.
- Avoid redundancies like morning or evening. (Don't: 8 am in the morning or 7 pm Tuesday evening.)
- When listing experience times, use singular for the day. (Do: Sunday at 11 am. Don't: Sundays at 11 am.)

Dates

- **Correct: Tuesday, April 28.**
- Use the day number only. (Do: 28. Don't: 28th.)
- Include the day of the week where possible so people don't have to look it up.
- Replace "from" with a comma and "to" with a hyphen. (Do: Thursday, 8-9:30 pm. Do: May 31-June 1. Don't: Thursday from 8:00 to 9:30 pm.)
- Do not abbreviate days or months. (Do: Wednesday. Don't: Wed.)
- Drop the year unless needed.

Numbers

- Spell out numbers one through nine and use numerals for 10 and above, except when referring to ages. (God's Final Word is an eight-week series. Each weekend, more than 1,200 people attend Emmanuel.)
- Write out numbers at the beginning of sentences. (Three hundred people participated in Couples Night Out. Thirty-five students attended YouthQuake 2016.)

Ages

- Always use numerals. (The girl is 5 years old.)
- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (A 5-year-old boy. The boy is 5 years old. The ministry is for 3-year-olds. The woman is in her 30s.)

Grades

- Use numerals (grade 5, grade 6-12 students).
- Hyphenate if you are substituting for a noun (grade-5).

Titles

Use italics on series titles, message titles, movie titles, and publications like books, magazines, and newspapers. When two titles appear together, use publication, “article.” (Outreach Magazine, “Top 10 Churches.”)

Formatting

- Use bold or italics to emphasize words. Underlining is only appropriate for hyperlinks.
- Bullets: Use consistent bullets and indent spacing throughout your document. Be consistent within each list about whether or not there is punctuation at the end of bullet items.

Capitalization

- Avoid using all caps. It is the written equivalent of yelling. Would you yell that word you’re capitalizing?
- Do not capitalize random words, only proper nouns.
- Lowercase seasons (spring, summer, winter, fall) unless it’s part of a proper noun (Winter Carnival).
- When to capitalize:
 - Bible: always (because it’s a proper noun).
 - biblical: never (because it’s an adjective).
 - Scripture: always (because it’s a proper noun).
 - scriptural: never (because it’s an adjective).
 - He, Him, His, You, Your when referring to God (unless you’re quoting Scripture and the translation you are using does not capitalize it).

Quoting Scripture in Print or Online

- Do not abbreviate books of the Bible. (Do: Galatians. Don’t: Gal.)
- Bible verses are always italicized rather than put inside quotation marks. (Don’t use both!)
- Always include the version references. (See YouVersion (<https://www.bible.com/>) for version abbreviations.)
- Use an ellipsis (...) if it is not a complete sentence. In the following example, note the space between the last letter and the ellipsis:

For God so loved the world that he gave his one and only Son, ... John 3:16 NIV

Punctuation

- No double, triple, or more punctuation (!! or ?!). Avoid using exclamation points in two sentences in a row or several sentences in the same paragraph.
- Spaces: Use one space between sentences.
- Commas: In lists of three items or more, use a comma before and/or. (eg. The event will feature games, food, and prizes.)
- Quotation marks: Use for words spoken by someone else, in reference to the word itself, or for words used in an ironic sense. Don't use quotation marks to soften the meaning of words or to indicate an unconventional usage. (Do: The "short" meeting lasted from 1-6 pm. Don't: We want people to "own" their development.)
- Punctuation in Quotes: The period and the comma always go within 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.
- Hyphens (-): should be used for hyphenated words, times, date ranges, and phone numbers. Do not allow websites or email addresses to become hyphenated; keep the entire address on one line.
- Dashes (–): When used within a sentence for emphasis, don't use spaces. (Do: When Jesus taught us to pray, He wanted us to remember and acknowledge the fact that we are fully dependent on God—even for our next meal.)
- Apostrophes: Avoid using apostrophes in plurals. (Do: FAQs, 30s, DVDs, LifeGroups)
- Colons: Use to clarify or expand what came before the colon. Only use them after statements that are complete sentences. (Paul wrote several books of the New Testament: Galatians, Ephesians, and Philipians to name a few.)
- Semicolons: Use to separate two main clauses that are closely related to each other but that could stand on their own as sentences.

Spelling

- In Canada we use the British spelling of words as opposed to the American spelling. Examples include: honour, centre, neighbour, kilometre. Spellchecks on your computer will indicate an error since it is set for United States English.

Common Slip-Ups

A lot	Not <i>alot</i>
All of a sudden or suddenly	Not <i>all of the sudden</i>
All right	Not <i>alright</i>
A part = (noun) belonging to	Apart = (adverb) set aside, separate
Board = wood plank or a committee	Bored = the result of something uninteresting or dull
Cannot	Not <i>can not</i>
Compliment = “You look nice today.” Remember: I give compliments (“i” in compliments).	Complement = work together well. Remember: We work together (“e” in complements and we).
Effect = noun, means result	Affect = verb (usually), to influence
Every day = daily	Everyday = common
It’s = it is	Its = belonging to it
Led = past tense of to lead	Lead = present tense of to lead
Login = (noun) login name	Log in = (verb) log in to the website
Peek = sneak peek	Peak = summit, top
Regardless	Not <i>irregardless</i>
Signup = (noun) signup form	Sign up = (verb) sign up for a class
Than = comparison	Then = reference to time
Their = belonging to them	They’re = they are
	There = a place
Would’ve or would have	Not <i>would of</i>
Your = belonging to you	You’re = you are

A Little Shot of Grammar

- Fix fragments. (Fragment: Lessons like persevering when times are rough, standing up for what is right, and honoring God alone. Correct: Kids will learn lessons like persevering when times are rough, standing up for what is right, and honoring God alone.)
- Make sure your subjects and verbs agree. When prepositions are involved, look at the word at the beginning of the prepositional phrase. (Do: Several *formats* of the file are available.)
- Ending sentences with a preposition is okay, unless it is an unnecessary preposition. (Do: We have a lot to think about. Don't: Where are they at? Do: Where are they?)
- Use the right preposition. (Do: Information about. Don't: Information on. Do: Questions about. Don't: Questions around.)
- It is fine to use contractions since we favor an informal, conversational writing style.
- We adopt a formal writing style when communicating policies, procedures, information in the bulletin, etc.
- When two words are used together to modify another, hyphenate the words unless the first word ends with the letter y (age-appropriate, culturally relevant teaching).
- Write in an active voice, not passive. Get rid of "there are" phrases as often as possible by rewriting your sentence. (Do: You won't want to miss out on our three new series. Don't: We have three new series that are available that you won't want to miss out on.)

Online Information, Email Addresses, and Phone Numbers

Email

- Email or email, not e-mail.
- Email addresses: always lowercase and never hyphenate. (Do: first.lastname@eefc.ca Don't: First.Lastname@EEFC.ca)
- Type out email address rather than hyperlink. (Do: Email us at reception@eefc.ca. Don't: Email us. This allows people with web-based email like Yahoo, Gmail, etc. to see the full email address so they can type or copy/paste it into their emails.)

Phone numbers

- Use 10-digit numbers with hyphens instead of parenthesis or periods. (Do: 204-326-9865. Don't: (204) 326-9865 or 204.326.9865.)

Websites & Links

- Links: Avoid using "click on" or "click here." Make the subject the link. (Do: Register for English Classes. Don't: Click here to register for English Classes.)
- Internet: always capitalize.
- Website = one word (not web site).
- Web is capitalized when using as shortened form of World Wide Web.
- Online = one word (not on-line).

URLs

- Never hyphenate for line breaks.
- Do not capitalize. (Do: eefc.ca Don't: EEFC.ca)

Our Websites

- Use www at the beginning when it's a destination. (Visit www.biblex.com for a free Bible study tool.)
- Some websites do not use www, so be clear that you're referring to an online destination in the copy.
- Drop the www and the extension (.com) unless it's part of the name. (YouVersion is a free online and mobile Bible.)
- When using electronic communication channels, always hyperlink the website so it is a clickable link.

Emmanuel Ministries

Proper Spelling and Capitalization for Emmanuel Ministries

Emmanuel Evangelical Free Church (Shorten to Emmanuel EFC instead of EEFC)

Adult Ministry:

- Men's Ministry
 - Men's Prayer Time
 - Men's Integrity Group
 - Men's Bible Study
 - moMENTum
- Women's Ministry
 - Oasis
 - Women's Bible Studies
 - MOPS (Mothers of Preschoolers)
- Stephen Ministry
- Caring Connections
- GriefShare
- 2nd Chapter (not Second Chapter)

Family Ministry:

- Young Emmanuel Ministry
 - Jr High Youth
 - Sr High Youth
 - Young Adults
- Children's Ministry
 - Awana (not AWANA)
 - Kidz Printz
 - Bearz Den
 - Nursery
 - Steinbach Christian Preschool (SCP)

Impact Ministry:

- Global Impact Team (GIT)
- Community Impact Team (CIT)
- LifeGroups

Believe, Belong, Build (BBB) – facility expansion

Locations:

Welcome Centre	Something's Brewing
Sanctuary	Hub (or Hub Loft)
Adult Wing	Boardroom
Admin Centre	Children's Wing
Prayer Chapel	

Doors: 1 East, 2 West (Hub doors), 3 East (adjacent to the Admin Centre) 4 West, Shack

Quick Reference Guide

	Do	Don't
Times	8 am, 8:30 pm 6-8 pm, 8 am-5 pm	8AM, 8:30 p.m. 6:00-8:00pm or from 6:00 to 8:00pm
Dates	Tuesday, April 28 February 23 May 31-June 1	Tuesday, April 28 th February 23 rd
Numbers, Ages, Grades	One, two, three 10, 12, 13 Six-week series 5-year-olds 5 th grade or 5 th -graders Ages 5 years-5 th grade	1, 2, 3 Ten, twelve, thirteen 6-week series Five year olds Fifth grade
Message Titles	<i>At the Movies</i>	At the Movies or "At the Movies"
Exclamation Marks	Sign up today!	Sign up today!!!
Commas	The event will feature games, food, and prizes.	The event will feature games, food and prizes.
Quotation Marks & Punctuation	She said, "We're going to the party."	She said, "We're going to the party".
Hyphens	The well-meaning children. 6-8:30 pm March 16-20	Do not hyphenate websites or email addresses.
Apostrophes	To show ownership or contractions. FAQs, DVDs, The dog's collar, 30s, etc.	FAQ's, DVD's, 30's, 1950's, etc.
Capitalization	Avoid all caps Bible & Scripture Pronouns referring to God: He, Him, His	People will think you're YELLING.
Quoting Scripture	<i>Whatever you do, work at it with all your heart, as working for the Lord, not for men ...</i> 1 Corinthians 3:13 NIV	"Whatever you do, work at it with all your heart." 1 Cor 3:13
Email or email	Email or email first.lastname@eefc.ca	e-mail First.LastName@EEFC.ca

Promotion Request form

Submit this form 5-weeks prior to the start of your program/event.

*Here is why: In order to ensure appropriate time to create graphics, media, and copy we require **two weeks** prior to the start of your promotion. Promotions generally run for three weekends prior to your program/event date. Equaling 5-weeks.*

Before you make a request, ask these questions:

- Have you allowed adequate time for the communications process to be accomplished?
- Have you booked your room & tech needs with the Admin Centre at reception@eefc.ca or 204-326-9865?
- Have you received approval from your ministry Pastor or Director?

First name: _____ Last name: _____

Email: _____ Phone: _____

What Ministry department is responsible for this promotion:

Official name of program/event: _____

Event start date: _____ Event end date: _____

Start time: _____ End time: _____

Specific Location in the Church: **this is not a room reservation, must book separately by contacting reception at 204-326-9865 or reception@eefc.ca.**

- Hub Hub Loft Sanctuary Adult Wing room 301 Adult Wing room 302
 Adult Wing room 303 Adult Wing room 304 Prayer Chapel
 Something's Brewing Café Gym Parking Lot Children's Wing Boardroom
 Nursery Family Rooms Choir Room Other: _____

Ministry budget line for promotion expenses: _____

Description of program/event. Include why people would be interested and how it will benefit their faith.

Number of people expected (please be realistic): _____

How are you promoting this program/event apart from church-wide promotions?

What are your target age categories?

(0-18) (19-25) (26-35) (36-45) (46-55) (56+)

Do you require registration?

Yes No

Registration deadline: _____ Ticket cost: _____

How to register: _____

Will childcare be provided?

Yes No

Communications Vehicles & Requirements

- | | |
|--|---|
| <input type="checkbox"/> Graphic Image (1920px x 1080px, jpeg, 72 ppi) | <input type="checkbox"/> Mailboxes Inserts (5.5" x 8.5", there are roughly 650 mailboxes) |
| <input type="checkbox"/> The Weekly (video announcements) | <input type="checkbox"/> The Event Guide (released the first Sunday of each month) |
| <input type="checkbox"/> Bulletin (announcements section or tile) | <input type="checkbox"/> 4"x6" Handbills |
| <input type="checkbox"/> Bulletin Insert (5.5" x 8.5", full colour) | <input type="checkbox"/> Email (Mail Chimp) |
| <input type="checkbox"/> Information placed at the Admin and Welcome Centre | <input type="checkbox"/> Social Media Post (Facebook & Instagram) |
| <input type="checkbox"/> Bathroom Posters (released the first Sunday of each month) | <input type="checkbox"/> Facebook Promotion (\$20-\$40) |
| <input type="checkbox"/> Lobby Loop | <input type="checkbox"/> 8.5" x 14" Posters |
| <input type="checkbox"/> Website News Feed Post (website post with a maximum of 500 words) | <input type="checkbox"/> Floor Sign (11" x 17") |
| <input type="checkbox"/> Website Calendar | <input type="checkbox"/> Door Sign (8.5" x 11", portrait) |
| <input type="checkbox"/> Sign Up Table in the Hub | <input type="checkbox"/> Coroplast sign & Aisle (24" x 32", for \$150), full colour) |
- Suggested dates: _____

Disclaimer

Once your request has been submitted, please give adequate time for the Communications Department to discuss, and decide on the event promotions system. To ask questions, email communications@eefc.ca.

Pastor/Director signature: _____ Date: _____

Required

Colours

Spot (Pantone)

Pantone 2754 and 639 is an exact match for our logo and wordmark and should be used when printing. Please refer to your printer's guidelines if printing on uncoated stocks or fabrics.

Process (CMYK)

When printing material with colour photography (4 colour process) the option to use spot colours may not be an option due to cost. In this case, it is best to use process colours also known as CMYK.

Online (RGB + HEX#)

The RGB or HEX# values shown here should be used when preparing online files. Refer to these codes, and not to your eye since most screens and monitors are not RGB colour calibrated.



PANTONE 2758
C100, M84, Y24, K7
R29, G67, B125
HEX# 1c447d



PANTONE 639
C77, M19, Y14, K0
R22, G155, B199
HEX# 169bc7



Gradient of
both colours.

Fonts

PT Sans Family - Preferred Option

Use this typeface for on and offline communications.

PT Sans Bold – For headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans Bold Italic – For headline emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans – For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans Italic – For notes and caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro – Secondary Option

Use this typeface only if PT Sans is not available.

Myriad Pro Bold – For headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Italic – For headline emphasis


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro – For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic – For notes and caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Emmanuel Evangelical Free Church
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