

St. Mary of the Annunciation Communications Ministry

Request Guide

Introduction

Communications is integral to the work that we do at St. Mary of the Annunciation. We are charged in the Gospel of Mark to “Go out and spread the good news” (Mark 15:16). In fact, the good news at St. Mary is abundant, and the stories about our ministries and dedicated parishioners are waiting to be told.

Mission of St. Mary Communications Ministry

The mission of St. Mary Communications Ministry is: “To enhance communications with St. Mary parishioners across multiple media channels so all may be more intimately engaged with the parish and active in God’s call to serve in the mission and ministry of Jesus.”

Communications Services

St. Mary Communications Ministry offers an array of communications services to help you raise awareness of your ministry, share its meaningful stories, and access parish communications channels to connect with parishioners. Those media channels include:

- St. Mary of the Annunciation website
- Social media via Facebook, Instagram and Twitter
- St. Mary Spotlight newsletter

Note: Bulletin submissions should be emailed directly to bulletin@stmota.org three weeks prior to the date of the bulletin request.

By partnering with the St. Mary Communications Ministry, you will be able to access these communication channels to reach our parish community with strategic messages, increased frequency, and additional opportunities for awareness and engagement.

How do I publicize my ministry or event?

Step 1: Complete the Communications Request Form.

Tell us about your ministry, event, outstanding volunteer, or success story. Electronic submission using the form on the parish website is preferred; however, print copies of the form are available in the Parish Office or can be downloaded from the website at <http://stmaryfc.org/documents-forms/>.

Step 2: Email any photos, files or logos.

We welcome photos of past events that could be used to promote your current event. We also encourage you to send in photos of recent events together with a brief explanation of who or what the photo is about. First, fill out the Communications Request Form. Then, email your supporting files to stmotacomreq@gmail.com. Note: a photo release form will need to be signed by parents of minors who appear in pictures. Contact your Communications Ambassador for more information.

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What content is accepted?

1. Content must be St. Mary ministry related and reflect the teachings and practices of the Catholic faith as detailed in the Catechism of the Catholic Church.
2. St. Mary Communications Ministry seeks the following types of communications suggestions: ministry success stories, parishioner and ministry profiles, upcoming events, spiritual and faith formation resources, volunteer recruitment needs, and opportunities for people to connect and engage in the life of the parish.
3. Personal business, sales, services, community events or charitable giving not sponsored by St. Mary of the Annunciation will not be promoted through St. Mary's communication channels except for bulletin advertising sponsorships.

What is the process and timeline for Communications Ministry Requests?

1. **PLAN AHEAD!** Requests for Communications Ministry assistance should be made at least **one month prior to an event for website and social media coverage**, or **three months prior to a St. Mary Spotlight newsletter edition** to be considered for publication in order to obtain the maximum media coverage and allow the Communications Ministry volunteers to process, review and fulfill the request.
2. Bulletin submissions should be sent directly to bulletin@stmota.org. The deadline for most bulletin submissions is three weeks prior to the requested bulletin date. Special deadlines go into effect throughout the year to accommodate holidays.
3. Mass announcements will be limited in number and must be sent to parish@stmota.org for review by pastoral staff.

What can I expect?

1. You will receive an email confirmation within 48 hours indicating receipt of your request.
2. You will be contacted by a member of the Communications Ministry within 7-10 days of receipt of your Request Form to be advised of how your request will be handled. You may be asked to provide additional information.
3. If your website request meets the guidelines and is received within the allotted timeframe, you can expect your content to be updated to the website on your ministry page within 7-10 days.
4. Events that meet the guidelines may be shared via social media during the month preceding the event, at the discretion of the Communications Ministry and staff.
5. St. Mary Spotlight newsletter recommendations that meet the above guidelines will be considered for publication by the editorial team on a quarterly basis. We appreciate your patience as we accumulate story ideas for up to three months prior to our review board meetings. Space is limited to four articles per issue. Depending upon the timing of your request and the communications priorities of parish staff for the newsletter, your content may be held for a future issue or directed to alternate communications channels such as the bulletin or website.

St. Mary Communications Ministry looks forward to partnering with you to connect and engage parishioners in the life of our parish community.