

## Guidelines for Promoting ULC Events or an Outreach of the Month Focus

The Outreach of the Month (OOTM) collections are more than just a way to provide the congregation with additional stewardship opportunities, it is also an opportunity to educate our worshipping community about special needs outside the church. If you or your group is tasked with one of the OOTMs, the following guidelines are to help you with promoting the outreach.

These guidelines can also be used to promote other ULC activities.

### Videos

Up to four videos can be used throughout the month your outreach is assigned. You can either use short videos already created by the organization or you can work with our Audio/Visual Coordinator to create one. These videos will be used as a Temple Talk or Thanksgiving Moment during Sunday worship and on social media throughout the month.

If you are creating your own video, you will need one device with a camera and audio capability that connects to the internet or a wireless data plan (i.e. smart phone, tablet, computer). Once you have reviewed the video prompts and planned what you want to say, start your recording device.

When recording your video please:

- Film horizontally and standing when possible.
- Ensure that your face is well-lit.
- Speak clearly.
- Minimize background noise (i.e. turn off any nearby appliances that “hum”)

Video Requirements: Length (2-4 min.)

How to Submit: 2 weeks or earlier; both pastors

If you have questions, please contact Pastor Haley Vay at [haley.vay@gmail.com](mailto:haley.vay@gmail.com).

### Graphic Slide Development

The graphic slides used on the large screen during worship, on Facebook, in Lux or the weekly email announcements are created by the Communications Team using Canva software. This program, in addition to ChurchArt “clip-art” provides a variety of backgrounds, graphics, stock photos and fonts that can be used to create a slide to promote your activity. Graphics or photographs provided by you can also be incorporated into these slides. Contact Britny Pollard, Melissa Andresen or Amy Wagenknecht if you want us to develop a graphic slide for your event. Please begin this process at least six weeks prior to when you want the slide(s) used.

### Speakers

Live speakers can also be scheduled to speak during Sunday worship (when we return to live worship). Speaker should plan to speak for 2-5 minutes. The talk will be recorded for use on social media throughout the month. Please notify Pastors Gary or Haley Vay if you are scheduling a speaker so they can be scheduled at the most opportune time.

### Lux Article

A short article (no more than 5-6 paragraphs) describing the outreach or event and how to give/participate should be submitted to Amy Wagenknecht [amylarryw@comcast.net](mailto:amylarryw@comcast.net) and Britny [ulcsec@ulcel.org](mailto:ulcsec@ulcel.org) the month prior to the target month (Mar. 15 to be included in the April Lux for an April outreach/event). Please include a photo or graphic if desired or a description of one you would like us to find and use.

### **Email Announcements**

A brief (1-3 paragraph) description of the outreach focus should be submitted to Britny [ulcsec@ulcel.org](mailto:ulcsec@ulcel.org) at least one week prior to the start of the focus month. If you have a specific photograph or graphic you would like to be included, send that as well.

### **Social Media**

1-2 Facebook posts promoting the outreach or event can be created and posted on the ULC Facebook page. This could include the short videos and/or photo graphic with a link to the information posted on the ULC website. Please think creatively and we are happy to help make this happen. Contact Britny at least two weeks before you would like the post to go live.

### **ULC Webpage**

The outreach of the month is always included with a small graphic on the ULC home page. Web editor Melissa Andresen generally takes the information submitted to Lux and adapts it to the website. Contact Melissa at [mcandresen@gmail.com](mailto:mcandresen@gmail.com) if you have a specific request for including your information on the ULC website.

### **Communications Team**

Melissa Andresen

Britny Pollard

Linda Trevarthen

Amy Wagenknecht, Team Leader