

SUMC Communications Policy

At Simsbury United Methodist Church we seek to communicate relevant information to our parishioners in a timely and non-intrusive fashion. We use the following tools to relay information:

- **The Messenger (Newsletter):** The Messenger will appear monthly online as the primary means of communication. December/January and July/August will be combined issues. For those without computer access, the newsletter is printed and left at all entrances to the church. The Messenger is mailed to those unable to attend regularly. Parishioners are encouraged to read the newsletter online if they have computer access (note that reading the newsletter online saves paper and postage, and is more environmentally friendly). Those who do not have computer access are encouraged to pick up the Messenger at church rather than having it mailed. The deadline for newsletter article submissions is the 20th of each month, and articles submitted late may not be included. Email is the preferred form of submission, and articles should be emailed to the church office using “Messenger” and the month in the subject line. The office staff will edit all articles for size and appropriateness of content.

- **Website and Calendar:** The church website is updated weekly with information regarding upcoming services and special events. The entire church calendar is also available online. Committee chairs are encouraged to develop web content for their individual committees. Contact the church office for help promoting your area online.

- **Weekly E-Newsletter and emails:** A weekly electronic newsletter is sent to all parishioners who provide the office with an email address. This communication is usually sent on Monday afternoons. Committee chairs and others who wish to include announcements in this communication should email them to the office by 9:00 a.m. each Monday, using “Weekly E-Newsletter” and the date in the subject line. Parishioners can “unsubscribe” from email communications by using a link that appears at the bottom of each email.

Priority email communications will be sent out as soon as information is available. These include information on funerals, crises, or weather closings.

Other email messages are not encouraged as overuse of this format has a diminishing return in readership.

- **Announcement Page:** Each week there is an insert in the church bulletin reminding members of events and opportunities. All church events for the upcoming two weeks are listed on a calendar section. Groups who wish to include announcements on this sheet should email them to the church office by the end of the day each Tuesday. Please use “SUMC Announcements” and Sunday’s date in the subject line. Bulletin announcements should be brief concerning matters of importance to the church, and may be edited as necessary. Announcements on separate sheets of paper are not encouraged.

- **Verbal Announcements in Church:** As the worship hour is indeed a sacred time, announcements at the beginning of the service should be kept to a minimum. The pastor will highlight certain announcements to lift up to the congregation. Those who want an announcement made should speak to the pastor. Announcements by others should be cleared with the pastor in advance.