

Greetings! Guidelines

Purpose:

- Provide Fairlawn Avenue United Church-related:
 - details for upcoming Sunday worship
 - weekly schedule of events and meetings
 - important congregational messages

Types of Announcements:

- Future events – both one-time and recurring
- Requests for donations or volunteers
- Congregational messages
- Special thank-you notes (It was noted that on occasion some people/groups may be thanked more than once in a year if they have been involved in several highlights)

Priorities:

- One-time or first-time Fairlawn announcements
- All-congregation events (e.g. congregational vote and AGM)

Not accepted:

- Endorsements – such as political candidates or parties
- Community events
- For Sale or Wanted notices
- Past events

Timing:

- Decisions on timing, frequency, and length of announcements depend on the number of announcements members request each week
- 3-4 weeks ahead: Save the date – date and name of event
- 1-2 weeks ahead: Full details and contact info
- Week of: Appears in weekly calendar

Format:

- Submission:
 - 110-word maximum – with a maximum of 150 words for more complex announcements, noting that Governing Council's official news may occasionally need a little more space.
 - No formatting, bolding, underlining, charts or tables
 - Announcements inviting participation require contact name and phone number and/or email address
 - Must be sent to greetings@fairlawnavenueunited.ca by Tuesday noon
- Presentation:
 - We divide announcements into three ministries – Explores Spirituality, Embrace Action, and Experience Belonging – plus other Fairlawn-related categories as required, such as Property or Governing Council

The Greetings! Editor reserves the right to edit the copy to meet these guidelines.

For more information: Please send your questions or suggestions to greetings@fairlawnavenueunited.ca

Updated: October 2020

Approved by: Fairlawn's Internal Communications Task Group – November 2019