

Request for Communications Support | 2010/11

Please complete the following questions for your publication needs and place in Director of Communication's mailbox in the church office. Use the back of this form if necessary and please attach any relevant documents, photos, etc.

1. Describe the event

(Who) Event Hosts/Sponsoring Ministry_____

(What) Event Name_____

(Where) Location_____

(When) Date_____ Time_____

(Why) Purpose_____

2. What is the single most important message you want to communicate about this event?_____

3. Who should attend the event? _____Primarily CCGP parishioners ___Grosse Pointe community & nearby suburbs ___Episcopal parishes/Diocese ___Specific Age Group ___Specific Gender
___Other criteria (explain) _____

4. Is this a first-time event? Yes___No_____ If yes, reason for initiating event at this time_____

If no, provide brief history that might impact communication materials_____

5. What has been successful in the past in promoting this event? (please provide samples)_____

6. What communication vehicles do you plan to use in promoting this event (Crossings, Currents, CCGP website notice, flyers/posters, PR releases, newspaper/radio ads, etc.)_____

8. Describe (and attach) Communications Plan, including timelines, proposed promotional materials, and budget_____

Staff Lead:_____ **Vestry Liaison:**_____

Communications Liaison (CL)_____

CL's Phone _____ **Best Time to Call:**_____

Email Address:_____

Tips for Promoting Your Events

Plan Ahead – Be sure that all events planned for the upcoming program year (September-May) are approved and posted on the church calendar by April of the previous program year.

Communicate Your Plans to the Communications Director – Work with the Lead Staff Person for your ministry area to determine the “who, what, when, where, why and how” of your event by completing a Request for Communications Support Form and send that information to the Director of Communications.

Meet Deadlines – Review the deadlines for the various communication vehicles, note them on your calendar and send the appropriate information as needed.

Update as Necessary – Have dates, times, descriptions, details changed?

Provide Feedback – Evaluate how well communications worked. Consider what might be done differently in the future.

Contacting the Director of Communications

JoAnn Amicangelo

Office Hours – Tue, Wed, Thu – 9 am–3 pm

Office Phone – 313.885.4841, ext. 121

[Office Email](#)