



GETTING THE WORD OUT

Cedars Access Guide for Publicizing Activities and Events *CedarsUUchurch.org*

1. ***Cedars Online Calendar:*** Use this important resource to schedule meeting space and avoid conflicts with other Cedars events. It is found via the church website by clicking on the “Calendar” tab or directly at: http://www.cedarsuuchurch.org/?page_id=2458
 - a. Look at the calendar first to see if space at TIS or the UU Center is available before requesting the space for your meetings and activities.
 - b. To submit your events and meetings to the Cedars online calendar, please email details such as day, start and ending times, brief description and contact name to Office@CedarsUUchurch.org. You will be emailed a confirmation that the event has been put on the calendar.

Note that we have limited meeting space in the Cedars Center, so be alert about *where* your activity is to be held.
 - c. Please do not promote your event until you’ve gotten a reply confirming availability.
 - d. Report any changes to your scheduled event to Office@CedarsUUchurch.org.

2. ***Cedars Beacon email newsletter — HOW TO SUBMIT CONTENT FOR THE BEACON***
 - a. **Before** submitting your article or announcement consider these tips:
 - **Be brief.** Give important info up front; shorter pieces are more likely to be read.
 - **Be relevant.** Your item should show a direct connection to our congregation.
 - **Be thorough.** Double-check for spelling, grammar, punctuation, and correct content. Event announcements should include the date, start and end times, specific location (address) and contact information. *Please do not worry about formatting the text. Just include plain text.*
 - Follow style guidelines found at http://www.cedarsuuchurch.org/?page_id=5871. Review these brief guidelines for formatting your announcement for the Beacon.
 - b. The **deadline for submissions is Friday at 11 a.m. for the following Friday’s Beacon email publication.** Send it to Beacon@cedarsUUchurch.org.
 - c. Send corrections for any critical details to the same email address. If the newsletter has been sent out already the corrections will be posted on the website but can not be changed in the already published Beacon. If appropriate, corrections may be published in a subsequent e-mail issue.

3. ***Flyers, brochures, handbills/slips, and posters*** for events sponsored by Cedars committees or other Cedars groups.
 - a. The office manager is responsible for preparing materials so that guidelines will be consistent. ***Please only send plain text*** in an email or as an attachment and do not format. The office manager will design the document and send you a PDF to approve and offer editing feedback.
 - b. Up to 15 copies of flyers or brochures may be left on the Activities Table at TIS and must fit in the small box for the Activities Table. Please minimize quantities left on the table to allow space for other groups.

- c. A sign-up form may be left on the Activities Table but must have flat clips and fit in the Activities Table box.
 - d. Standing posters may be placed on the Activities Table but must fit in the Sign Carrier if it is to be used on following Sundays. (Max size = 21x27) Check the carrier at least a week prior to the date you plan to use it to make sure there will be room in the carrier.
 - e. Handbills or slips are small announcements you personally hand out after the service. Up to 15 copies may be left on the Activities Table for the next week when appropriate.
4. ***Flyers or brochures inserted in the Order of Service (OoS)***
- a. Flyers or brochures may be placed in the OoS by coordination with the Office Manager. *Arrangements should be made at least a week in advance.* Please look at the Cedars on-line calendar to see if an insert is already scheduled for a particular Sunday. This will show on the calendar on Friday as “OoS Insert 2 sided”. Click on the underlined title link and it will give more information of what the content will be. If an insert is already scheduled, information can be placed on the back of an Order of Service.
 - b. OoS inserts are designed by the office manager to fit on half of a **legal** size sheet of paper (8.5 x **14**) and on either yellow, pink, green or blue paper.
 - c. ***Please only send plain text*** in an email or as an attachment and **do not** format. The office manager will design the document and send you a proof to offer editing feedback.
5. ***Sunday mornings at The Island School (TIS)***
- a. **Information tables**
 - The *Welcome Table*, managed by the Community Life Team and located in the upper hallway, is mostly for visitor nametags and information.
 - The *Visitor Table*, managed by the Community Life Team and located opposite the entrance to the worship space near the stage, has information for visitors.
 - The *Activities Table* is to the right of the entrance to the worship space, and includes information from Cedars groups about Cedars activities of interest to all members and friends. Setup Leaders set out and put away these materials.
 - b. **Spoken announcements** made during the Welcome portion of the service.
 - Announcements will normally be read by the Worship Associate and should be 50 words max, highlighting Cedars events occurring within the next 2-3 weeks.
 - Send the complete announcement at least 3 days in advance to the office manager.
6. ***Emails*** to the entire congregation must be authorized by the Board of Trustees (president, vice-president, secretary, and treasurer). These are only for information that is critical, urgent, and important to all members of the congregation. The Office manager will distribute the mass email.
7. ***Cedars Facebook page***
(<https://www.facebook.com/CedarsUnitarianUniversalistChurch>) is our public face to the world of social media. If you'd like to share something official—as Cedars UU Church—then send the message and media you'd like to post to Facebook@CedarsUUchurch.org. Also, please “like” our Facebook page and comment on our content in order to increase our reach.