

**First Unitarian Church of Cincinnati
Internal Publicity Checklist**

Event Title _____

Event Date _____

Event Coordinator _____

Phone _____

Email _____

Have you taken these pre-publicity steps?

- Described the event in 25-75 words that include how participants will benefit, i.e., what's in it for them?
- Decided who's the primary audience—Members? Visitors? Certain age group? Families? Certain, age group? Special interests? Other?
- What do you want people to do—Attend? Donat4? Tell friends on social media? Buy something? Volunteer? Other?
- How will you track progress at least a week prior to your event to allow time to tweak tactics to achieve success?

Channel	Deadlines	Copy	Visual	Contact	Considerations	Cost
Room/re-sources RSVP and also FC website calendar	ASAP	Email with event title, event description (10 words max), date, time, # attendees, childcare, special set up	None	Susan West	Do this as early as possible because rooms fill fast. If you want a certain room, be sure to request it. Remember, there are meeting rooms on the lower and second floors. Reserve room(s) for childcare as needed. The 10 word description will be used for publicity to be sure to list consumer benefits. Send to susan.west@firstuu.com .	None
Childcare	Prior to any publicity	Include in all announcements	None	Meredith Plummer	DRE has list of approved childcare providers. Be sure to reserve a separate room for childcare.	DRE recommends pay rate
FC newsletter – article	2 weeks before deadline as published on back page of newsletter	Article (100-250 words + headline),	Optional. JPG 300 dpi resolution minimum	Susan West	Recurring events limited to one newsletter issue. One-time special event in two newsletter issues; if write different versions submit at same time. Send a Word document to susan.west@firstuu.com . Do not use copyrighted material. Use photo release form for children. For samples, see newsletter archives for examples online at https://sites.google.com/a/firstuu.com/members/newsletters	None
FC newsletter – Save-the-date mention	2 weeks before issue deadline as published on back page of newsletter	Announcement of 15-30 words with date, description, place	None	Susan West	Runs in 1-2 newsletter issues pending space. Send a Word document to susan.west@firstuu.com	None

Channel	Deadline	Copy	Visual	Contact	Considerations	Cost
Order of service article	1-2 Mon-days before the Sunday order of service	Announcement of 50-100 words	None	Susan West	Recurring events receive an announcement in two consecutive orders of service. One-time special events receive announcements in three consecutive orders of service. If you write different versions for each bulletin submit at same time. Send a Word document to susan.west@firstuu.com	None
Order of service-flyer insert	4 weeks	Half sheet (5wx8-1/2h)	Optional; JPG 300 dpi	Susan West	Clear schedule and content with Susan at least 2 weeks in advance to assure sufficient space and also sufficient volunteers to assemble orders of service. Print own insert. Provide pre-printed pre-cut flyers to Susan by Wednesday before the service. Send a Word document to susan.west@firstuu.com	None
Membership Committee calendar	2 days	50-100 words + catchy headline	None	Committee chair	Membership Committee regularly sends event announcements to visitors and new members as means to help them get to know First Church quickly and easily. Email info to barb1rider@aol.com .	None
FC Committee Chairs	None	50-100 words + catchy headline	None	Self	FC's Church DB (database) stores group email list that reaches every current church committee chairperson. Go to https://www.churchdb.com/churchdb/Login.asp?iOrgzKey= In the lefthand column click on Groups, then Ministry and then Church Council in the drop-down box. Or simply type this address into the "TO" line of your email message: committeechairs@egroups.churchdb.com	
FC Announcement Listserv (email blast list)	2 days	50-100 words + catchy headline	None	A staff person, a board member, or a committee chair	Announcements listserv is for church-related (only) events and business of general membership interest. It is generally reserved for use by staff, the board, and committees. Send to Announcements@firstuu.com Listserv moderator will approve and post, or notify why rejected within 48 hours. More instructions at FC Google Docs at https://sites.google.com/a/firstuu.com/members/documents	None
FC Discussion Listserv (email blast list)	Submission is posted immediately without moderator approval	50-100 words + catchy headline	None	Self	Discussion listserv is for topics of general interest to church members. Can be social or political issues, church policy, denominational matters, etc. Send to Discussion@firstuu.com . More info at FC Google Docs at https://sites.google.com/a/firstuu.com/members/documents	None

Channel	Deadlines	Copy	Visual	Contact	Considerations	Cost
Personal invite & reminder	3 weeks 2 days	50-100 words + catchy headline	None	Self	Send your email to members likely to have a special interest. Send original email at least 2 weeks in advance, and reminder 2-3 days in advance. Member emails listed in the Member Directory posted at FC Google Docs https://sites.google.com/a/firstuu.com/members/members-only-documents . (You must have G-mail account for Google Docs access, but Gmail email not required.)	None
Facebook invite & reminder	3 weeks, 1 week	Announcement (less than two sentences)	None	Glenetta Blair Kraus	Consider refreshing the copy between initial posting and reminder posting. Do not mention personal information. Send to mrs.krause314@gmail.com .	None
Inner Linton Street front door signage	Day of event	11wx8-1/2 h poster	Optional	Self	Clear with Susan at least 2 weeks in advance to assure sufficient space and receive copy approval. Provide ready-made poster to Susan by Wednesday before the service. Send to susan.west@firstuu.com	You may need to pay production costs
UU district calendar	2 weeks	50-150 words	None	calendar@cinciUU.org	Calendar on website of Unitarian Universalist Council of Greater Cincinnati at http://www.cinciuu.org/sitepages/home.html . Posts events relevant to area UUs. Include your own name, email, phone as point of contact. Send to calendar@cinciUU.org	None
FC Google Documents Website	1 week	PDF documents	Optional	Susan West or Ray Sinclair	Used to post documents of interest to our community. Organized into folders by topic area or issuing committee. Documents should be submitted to Susan or Ray for consideration. This site is not an archive. Older documents of limited interest may be deleted to keep searching easy for users. Administrator@firstuu.com or Ray.sinclair@firstuu.com .	None