

# Advertisement/Signage within the Parish

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reviewed 4/10/24

## **POLICY:**

There are modes by which A.) Advertisement/Signage within the parish can take place AND b.) Cannot.

## **REASON FOR POLICY:**

It is important to advertise parish events to parishioners. We want parishioners to read the bulletin, the bulletin boards in church, our email blasts, social media posts, as well as information we send to each home and want to establish relationships with one another and encourage parishioners to consult our website. In fairness to all organizations and parishioners, advertisements need prior approval from the parish office, where ultimate responsibility falls for all communications. Parishioners should not be bombarded an overwhelming amount of digital or printed advertisements for the parish or community.

## **DESCRIPTION:**

Except events sponsored by parish leadership, modes of advertisement within the parish consist of the bulletin, eblast, social media, the Most Sacred Heart website, the bulletin boards in the Narthex, and (with prior approval), literature during Donut Sunday. Fliers that are approved by the Principal or PSR Coordinator may be sent home with school children or mentioned in the school/PSR newsletters. However, that does not necessarily mean the fliers are also included in the bulletin. Occasionally a word during the 'Introduction to Mass' is appropriate. Depending on the scope of the event, a word from the priests as part of the Introduction to Mass or after Communion is sometimes warranted.

- Bulletin submissions must be e-mailed to the Communications Coordinator, at [communications@sacredhearteureka.org](mailto:communications@sacredhearteureka.org). If at all possible, bulletin submissions should be sent at least two weeks prior to the event. Space is usually available in the bulletin, but this is not guaranteed, and approval is needed before the advertisement is placed in it.
- Flyers on cars and signs on the grounds are not permitted.
  - However, advertisements/signage may be created for a few parish and community-wide events such as Fall Festival, OCIA, Parish Mission, Fish Fry, etc. after approval from the Communications coordinator.
  - Signage, once approved, a label is created which signifies the date in which the sign should be removed from the campus. (Signs may be up for no longer than two weeks.)
- No organizations or individuals can email parishioners not already a part of their ministry or organization.

## **OUTSIDE ADVERTISEMENT/SIGNAGE:**

Except for the very rare occasion, Most Sacred Heart will not have fliers or signage on campus that comes from external organizations, businesses, or fundraising events. If an event conforms with the mission of Most Sacred Heart, it may be decided to place an announcement about it in the "Around Town" section of the bulletin.

Please also refer to the policy regarding "COLD CALLS."