

Hope Community Church
Church-wide Promotions Rating System

In order to better manage our promotions resources (website space, e-news update, bulletin, Sunday slides, information counters) the promotions team has created a system to “score” events requesting promotion. The goal is to prioritize our promotional efforts, rather than give every event equal access to our distribution channels. We’d rather invest resources in things which significantly help us accomplish our vision than things that have little bearing on our vision.

In that light, the following rating system is approved:

Number people impacted		Type of Event	
All adults or greater	50	Foyer/outreach/bridge event	50
> 50% of church	40	Living Room	40
= 50% of church	25	Missions/Ordinances/prayer	35
All of a category (singles, youth, etc)	10	Community Service	30
Some people in a category	0	Service inside church	30
		Equipping/training	25
		Fellowship/other	10
		Affiliate events	5

Total Score is sum of the one number from both columns (max 100, min 5)

Score	Bulletin	Slides	Enews	Events Calender	Web Page	Info booth	Bulletin Insert	Pulpit Announced
85-100	3	3	3	Yes	Yes	3	2	2
75-80	3	3	2	Yes	Yes	2	1	1
60-70	2	3	2	Yes	-	1	-	-
40-55	1	2	1	Yes	-	1	-	-
20-35	1	1	1	Yes	-	-	-	-
<20	-	-	-	-	-	-	-	-

Posters in the building will not be allowed for any event. When you have a ministry counter, you will have a slide on the big screen above the ministry counter. If you prefer to run a promotional video there, we will provide a “poster” identifying who is at the booth that fits one of our standard movable holders.

Promotional Packages

SCORE	Bulletin (weeks)	eNEWS (weeks)	Announcement Slide	Events Calendar (website)	Web Page (feature)	Ministry Counter (weeks)	Bulletin Insert (weeks)	Pulpit Announcement
YELLOW	4	4	Yes	Yes	Yes	3	2	Yes
ORANGE	3	3	Yes	Yes	N/A	2	N/A	N/A
GREEN	2	2	Yes	as applicable	N/A	Subject to availability	N/A	N/A
All monthly events/activities will receive:								
PURPLE	1	1	Yes	Yes	N/A	N/A	N/A	N/A
Hope partners will receive:								
BROWN	1, as space allows	1	N/A	N/A	N/A	N/A	N/A	N/A

The following ministries will each be included in quarterly informational bulletin inserts:

- **Local (*community service*) & Global (*missions*) Hope** (Bumper Crop, Buddies, Homeless, Missions, etc.)
- **Discipleship/Training/Equipping Ministries**

<u>Hope sponsored event/activity</u>	<u>Value</u>	<u>Definition</u>
All Monthly Recurring Events	Purple	All activities, orientations, fellowships, etc. which occur monthly
Baptisms & Child Dedications	Orange	
Community Service/Missions - recurring	Green	i.e., Blood Drive, Newbern House, etc.
Community Service/Missions- non-recurring	Orange	Includes annual & semi-annual local and global Hope events. Does not include fundraisers, funding events, or individual sponsorships for/of mission trips.
Congregational Meetings/Prayer Vigils	Orange	Church business meetings, special congregational forums, Communion services, etc.
Discipleship/Equipping/Training	Orange	Examples include small group trainings, Spiritual Discovery classes, pre-marital, budgeting classes, retreats, camps, etc.
Donation Requests & Fundraisers	Green	Internal church/ministry sponsored requests only
Foyer: External Bridge Events	Yellow	All church outreach events designed to bring community into church
KidCity Seasonal Recruitment	Yellow	Volunteer recruitment for school year or summer
Living Room: Internal Bridge Events	Yellow	Designed to move Hope attendees into small groups
Ministry Sponsored Fellowships Events	Orange	Fellowship/activities within ministry areas; examples include men's breakfasts, women's teas, YAH, etc.
Other Hope Sponsored Activities	Green	i.e., softball teams, Karate, general classes, etc.
Partners of Hope	Brown	includes approved affiliates such as Grace Christian School
Support Groups/Care Groups	Orange	i.e., Celebrate Recovery, GriefShare, DivorceCare, etc.
Volunteer/Recruitment	Green	Recruiting volunteers for ongoing, recurring and/or special events