

# Parish Community of Saint Helen Parish Communication Guidelines

2022-2023

Thank you for your involvement in our Parish!

Because you've worked so hard to plan your event we want to make sure it's properly communicated to the greater parish. In order to do so please refer to the guidelines in this packet.

## Communication Channels

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At Saint Helen, we offer the following communications channels to our ministries to help promote their events:

- Weekly Printed Bulletin
- Weekly Email Blast
- Pre-Mass Screens
- Social Media
- Printed flyer

## Major Events

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Each year, many of our ministries offer large, Major Events to the Parish. These kinds of events include:

Cornerstone Retreats, Christlife Series, Thanksgiving Baskets, Service Auction and more.

Major Events must be approved by a Saint Helen Staff member. Major Events are defined as events held consistently and annually, that are open to the whole parish.

**Major Events have access to the following communication channels:**

- Weekly Printed Bulletin
- Weekly Email Blast
- Pre-Mass Screens
- Social Media

**Ministries must coordinate with the communications coordinator at least 4 months (20 weeks) prior to their major event to reserve these special communication channels.** Space on the communications schedule will be given away on a first-come first-serve basis. As a result, Ministries may attempt to reserve space ahead of time only to learn that the space has already been claimed by another ministry. **Please schedule with our communications coordinator as soon as you confirm your event date.**

## Other Events

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Events that do not qualify as a Major Event (see page 1) have access to the following communication channels:

- Weekly Printed Bulletin
- Weekly Email Blast
- Social media
- Printed Flyer

## Weekly Printed Bulletin

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At Saint Helen we print a bulletin weekly (Saturday & Sunday).

### **Printed Bulletin submission guidelines:**

Each submission should contain a title and a maximum of 5 sentences. Depending on space available, your items may be shortened or condensed to meet space requirements. Bulletin submissions upon approval will be printed for a maximum of two weeks.

When submitting your request please remember to include the following information:

- Title
- Date
- Location
- Primary contact information
- Date(s) you desire your submission to be published.

**All submissions are to be sent through our website: [www.SaintHelen.org/Communications](http://www.SaintHelen.org/Communications)**

**Printed Bulletin Submission Deadline: the Wednesday 10 days prior to publishing.**

**\*Please be aware of early holiday deadlines\***

Please note all communication in our printed bulletin must first be approved by the Communications Coordinator and Pastor, not all submissions are guaranteed publication.

## Weekly Printed Bulletin Deadline Schedule

Submission Deadline	Date of Publication
May 4, 2022	May, 14, 2022
May, 11, 2022	May 21, 2022
May 18, 2022	May 28, 2022
May 25, 2022	June 4, 2022
June 1, 2022	June 11, 2022
June 8, 2022	June 18, 2022
June 15, 2022	June 25, 2022
June 22, 2022	July 2, 2022
June 29, 2022	July 9, 2022
July 6, 2022	July 16, 2022
July 13, 2022	July 23, 2022
July 20, 2022	July 30, 2022
July 27, 2022	August 6, 2022
August 3, 2022	August 13, 2022
August 10, 2022	August 20, 2022
August 17, 2022	August 27, 2022
August 24, 2022	September 3, 2022
August 31, 2022	September 10, 2022
September 7, 2022	September 17, 2022
September 14, 2022	September 24, 2022
September 21, 2022	October 1, 2022
September 28, 2022	October 8, 2022
October 5, 2022	October 15, 2022
October 12, 2022	October 22, 2022
October 19, 2022	October 29, 2022
October 26, 2022	Novmeber 5, 2022
November 2, 2022	Novemeber 12, 2022
November 9, 2022	November 19, 2022
November 16, 2022	November 26, 2022
<b>November 18, 2022</b>	December 3, 2022
November 30, 2022	December 10, 2022
December 7, 2022	December 17, 2022
<b>December 9, 2022</b>	December 24, 2022 (Christmas)
<b>December 14, 2022</b>	Decomber 31, 2023 (New Year's)

## Weekly Printed Bulletin Deadline Schedule Continued

Submission Deadline	Date of Publication
<b>December 16, 2022</b>	January 7, 2023
January 4, 2023	January 14, 2023
January 11, 2023	January 21, 2023
January 18, 2023	January 28, 2023
January 25, 2023	February 4, 2023
February 1, 2023	February 11, 2023
February 8, 2023	February 18, 2023
February 15, 2023	February 25, 2023
February 22, 2023	March 4, 2023
March 1, 2023	March 11, 2023
March 8, 2023	March 18, 2023
March 15, 2023	March 25, 2023
March 22, 2023	April 1, 2023 (Palm Sunday)
March 29, 2023	April 8, 2023 (Easter Sunday)
<b>March 31, 2023</b>	April 15, 2023
April 5, 2023	April 22, 2023
April 19, 2023	April 29, 2023
April 26, 2023	May 6, 2023
May 3, 2023	May 13, 2023
May 10, 2023	May 20, 2023
May 17, 2023	May 27, 2023
May 24, 2023	June 3, 2023
May 31, 2023	June 10, 2023
June 7, 2023	June 17, 2023
June 14, 2023	June 24, 2023
June 21, 2023	July 1, 2023
June, 28, 2023	July 8, 2023
July 5, 2023	July 15, 2023
July 12, 2023	July 22, 2023
July 19, 2023	July 29, 2023
July 26, 2023	August 5, 2023
August 2, 2023	August 12, 2023
August 9, 2023	August 19, 2023
August 16, 2023	August 26, 2023

# Weekly Email Blast

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At Saint Helen we send out a weekly Email Blast (E-Blast) to our parishioners with active email addresses in our database. The E-Blast is intended for communicating information that affects all parishioners. The E-Blast is sent out on Wednesdays.

## **Email Blast submission guidelines:**

Each submission should contain a title and a maximum of 3 - 4 sentences. Depending on space available, your items may be shortened or condensed to meet space requirements. The purpose of the E-Blast is to direct parishioners to an online sign up, webpage/flyer with more details or provide short introductory information for a ministry or event.

When submitting your request please remember to include the following information:

- Title
- Date
- Location
- Primary contact information (if applicable)
- Registration link or Link to landing page/flyer of event/ministry with more information

**All submissions are to be sent through our website: [www.SaintHelen.org/Communications](http://www.SaintHelen.org/Communications)**

**E-Blast Submission Deadline: the Monday 9 days prior to publishing.**

**\*Please be aware of early holiday deadlines\***

Please note all communication in our printed bulletin must first be approved by the Communications Coordinator and Pastor, not all submissions are guaranteed publication.

## Weekly Email Blast Deadline Schedule

Submission Deadline	Date of Publication
May 9, 2022	May 18, 2022
May 16, 2022	May 25, 2022
May 23, 2022	June 1, 2022
<b>May 27, 2022</b>	June 8, 2022
June 6, 2022	June 15, 2022
June 13, 2022	June 22, 2022
June 20, 2022	June 29, 2022
June 27, 2022	July 6, 2022
July 4, 2022	July 13, 2022
July 11, 2022	July 20, 2022
July 18, 2022	July 27, 2022
July 25, 2022	August 3, 2022
August 1, 2022	August 10, 2022
August 8, 2022	August 17, 2022
August 15, 2022	August 24, 2022
August 22, 2022	August 31, 2022
August 29, 2022	September 7, 2022
<b>September 2, 2022</b>	September 14, 2022
September 12, 2022	September 21, 2022
September 19, 2022	September 28, 2022
September 26, 2022	October 5, 2022
October 3, 2022	October 12, 2022
<b>October 5, 2022</b>	October 19, 2022
October 17, 2022	October 26, 2022
October 24, 2022	November 2, 2022
October 31, 2022	November 9, 2022
November 7, 2022	November 16, 2022
November 14, 2022	November 23, 2022
November 21, 2022	November 30, 2022
<b>November 28, 2022</b>	December 7, 2022
December 5, 2022	December 14, 2022
December 12, 2022	December 21, 2022
December 19, 2022	December 28, 2022
<b>December 23, 2022</b>	January 4, 2023

## Weekly Email Blast Deadline Schedule Continued

Submission Deadline	Date of Publication
January 2, 2023	January 11, 2023
January 9, 2023	January 18, 2023
January 16, 2023	January 25, 2023
January 23, 2023	February 1, 2023
January 30, 2023	February 8, 2023
February 6, 2023	February 15, 2023
February 13, 2023	February 22, 2023
February 20, 2023	March 1, 2023
February 27, 2023	March 8, 2023
March 6, 2023	March 15, 2023
March 13, 2023	March 22, 2023
March 20, 2023	March 29, 2023
March 27, 2023	April 5, 2023
April 3, 2023	April 12, 2023
<b>April 7, 2023</b>	April 19, 2023
April 17, 2023	April 26, 2023
April 24, 2023	May 3, 2023
May 1, 2023	May 10, 2023
May 8, 2023	May 17, 2023
May 15, 2023	May 24, 2023
May 22, 2023	May 31, 2023
May 29, 2023	June 7, 2023
June 5, 2023	June 14, 2023
June 12, 2023	June 21, 2023
June 19, 2023	June 28, 2023
June 26, 2023	July 5, 2023
July 3, 2023	July 12, 2023
July 10, 2023	July 19, 2023
July 17, 2023	July 26, 2023
July 24, 2023	August 2, 2023
July 31, 2023	August 9, 2023
August 7, 2023	August 16, 2023
August 14, 2023	August 23, 2023
August 21, 2023	August 30, 2023



# Pre-Mass Screens

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At Saint Helen we display Pre-Mass Announcements before our weekend services. The Pre-Mass Announcements are intended for communicating information that affects all parishioners, potential parishioners, and guests visiting our parish. Only major events have access to this communication channel.

## **Pre-Mass Screen submission guidelines:**

Each submission should contain a title and a maximum of 3 sentences. Depending on space available, your items may be shortened or condensed to meet space requirements. The purpose of the Pre-Mass Screens are to inform parishioners, potential parishioners, and guests of upcoming event(s) or of a major ministry registration.

When submitting your request please remember to include the following information:

- Title
- Date
- Location
- Brief description of your event or ministry being promoted

**All submissions are to be sent through our website: [www.SaintHelen.org/Communications](http://www.SaintHelen.org/Communications)**

**Pre-Mass Submission Deadline: the Friday 8 days prior to publishing.**

**\*Please be aware of early holiday deadlines\***

Please note all communication on our Pre-Mass Screens must first be approved by the Communications Coordinator and Pastor, not all submissions are guaranteed publication. Only Major events will qualify for this communication channel.

## Pre-Mass Screens Deadline Schedule

Submission Deadline	Date of Publication
May 13, 2022	May 21, 2022
May 20, 2022	May 28, 2022
May 27, 2022	June 4, 2022
June 3, 2022	June 11, 2022
June 10, 2022	June 18, 2022
June 17, 2022	June 25, 2022
June 24, 2022	July 2, 2022
July 1, 2022	July 9, 2022
July 8, 2022	July 16, 2022
July 15, 2022	July 23, 2022
July 22, 2022	July 30, 2022
July 29, 2022	August 6, 2022
August 5, 2022	August 13, 2022
August 12, 2022	August 20, 2022
August 19, 2022	August 27, 2022
August 26, 2022	September 3, 2022
September 2, 2022	September 10, 2022
September 9, 2022	September 17, 2022
September 16, 2022	September 24, 2022
September 23, 2022	October 1, 2022
September 30, 2022	October 8, 2022
October 7, 2022	October 15, 2022
October 14, 2022	October 22, 2022
October 21, 2022	October 29, 2022
October 28, 2022	November 5, 2022
November 4, 2022	November 12, 2022
November 11, 2022	November 19, 2022
November 18, 2022	November 26, 2022
November 25, 2022	December 3, 2022
December 2, 2022	December 10, 2022
December 9, 2022	December 17, 2022
<b>December 15, 2022</b>	December 24, 2022 (Christmas)
<b>December 16, 2022</b>	December 31, 2023 (New Year's)
<b>December 16, 2022</b>	January 7, 2023

## Pre-Mass Screens Deadline Schedule Continued

Submission Deadline	Date of Publication
January 6, 2023	January 14, 2023
January 13, 2023	January 21, 2023
January 20, 2023	January 28, 2023
January 27, 2023	February 4, 2023
February 3, 2023	February 11, 2023
February 10, 2023	February 18, 2023
February 17, 2023	February 25, 2023
February 24, 2023	March 4, 2023
March 3, 2023	March 11, 2023
March 10, 2023	March 18, 2023
March 17, 2023	March 25, 2023
March 24, 2023	April 1, 2023
March 31, 2023	April 8, 2023 (Easter Sunday)
<b>March 31, 2023</b>	April 15, 2023
April 7, 2023	April 22, 2023
April 21, 2023	April 29, 2023
April 28, 2023	May 6, 2023
May 5, 2023	May 13, 2023
May 12, 2023	May 20, 2023
May 19, 2023	May 27, 2023
May 26, 2023	June 3, 2023
June 2, 2023	June 10, 2023
June 9, 2023	June 17, 2023
June 16, 2023	June 24, 2023
June 23, 2023	July 1, 2023
June 30, 2023	July 8, 2023
July 7, 2023	July 15, 2023
July 14, 2023	July 22, 2023
July 21, 2023	July 29, 2023
July 28, 2023	August 5, 2023
August 4, 2023	August 12, 2023
August 11, 2023	August 19, 2023
August 18, 2023	August 26, 2023
August 25, 2023	September 2, 2023

## Social Media

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At Saint Helen we have the social media platforms Facebook and Instagram. Saint Helen will share events to social media automatically, If you've not registered your ministry or not updated your event on our calendar, you will have no social media promotion.

Please contact your parish staff representative or the communications coordinator to update or register your ministry. You can also register your ministry on our website, [www.SaintHelen.org/Communications](http://www.SaintHelen.org/Communications)

## Printed Flyers

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Printed flyers, posters or other tangible materials are **not** to be distributed, placed on walls, windows, or any other surfaces without first being signed off on by the Communications Coordinator and Pastor.

Directional flyers can be used without approval from the Pastor. They may be affixed to walls by **scotch tape or painters tape only**, other adhesive materials will damage our facilities. All directional flyers and signage must be immediately taken down at the conclusion of your event.

All materials must be finalized two to three months before your event to ensure enough time for materials to be printed or ordered.

## Graphic Design

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Graphic design can be important when promoting your ministry through our medias. If you need assistance with design please contact our Communications Coordinator ([mdugan@sainthelen.org](mailto:mdugan@sainthelen.org)).

Our Communications Coordinator has limited availability to assist with design. Ministries must contact our Communications Coordinator three to four months before your event.

## Event Registrations

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If your event or ministry requires registration, please contact your parish staff representative. Our Communications Coordinator will contact your ministry leader to set up your registration.

## Media/Technology

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Media and Technology can be an important part of our events/ministries. **Please let us know immediately if you require any media and technology needs.**