

## A Guide to Getting the Word Out

### Getting the Word Out Form

At the top of the FUUN webpage ([www.firstuunashville.org](http://www.firstuunashville.org)) is a link to a multipurpose form for committee chairs, board members, and staff to get announcements to the newsletter, the church homepage, the order of service, and the weekly email. The **Getting the Word Out** form and process is administered by the Communication Committee (Comm Comm) to make it possible for you to cover multiple outlets with just one click. Go to **Leadership** then **Tools** to access the form.

### An Overview of FUUN Communication Tools

<b>Newsletter:</b>	Comm Comm ( <a href="mailto:newsletter@firstuunashville.org">newsletter@firstuunashville.org</a> )
<b>Website:</b>	Comm Comm ( <a href="mailto:webmaster@firstuunashville.org">webmaster@firstuunashville.org</a> )
<b>Order of service:</b>	church office ( <a href="mailto:office@firstuunashville.org">office@firstuunashville.org</a> )
<b>Weekly email:</b>	church office ( <a href="mailto:weeklyemail@firstuunashville.org">weeklyemail@firstuunashville.org</a> )
<b>Press releases:</b>	Comm Comm (online form)
<b>Sunday announcements:</b>	Worship Committee (personal contact)
<b>Bulletin board:</b>	church office ( <a href="mailto:office@firstuunashville.org">office@firstuunashville.org</a> )

- **The newsletter.** Submit articles to the editor at [newsletter@firstuunashville.org](mailto:newsletter@firstuunashville.org). The newsletter is published monthly; a list of copy deadlines is available on request. The newsletter editor personally acknowledges each submission with a return email. Email the editor if you would like to receive email reminders about the newsletter deadline.
- **The FUUN website.** If you have permission, you may post directly on the blog. If you haven't been given permission to post to the blog, use the **Getting the Word Out** form on the website to submit your request. Please note that all blog entries are subject to editing.
- **The order of service.** The deadline is noon Wednesday. Submit text to the church administrator at [office@firstuunashville.org](mailto:office@firstuunashville.org).
- **The weekly email.** The deadline is noon Tuesday. Submit text to [weeklyemail@firstuunashville.org](mailto:weeklyemail@firstuunashville.org).
- **Press release.** For a major event, write a press release using the online press release form.
- **Announcement from pulpit on Sundays** for major all-church events (e.g., the retreat or a church picnic). Find the lay leader a few minutes before the service on the Sunday you want an announcement to be made. This is arranged on Sunday mornings, not in advance.

- **Bulletin boards.** Some committees have their own bulletin board space. Committees are responsible for maintaining the content of the bulletin boards. The large bulletin board can be reserved by calling the church administrator at 383–5760 or emailing [office@firstuunashville.org](mailto:office@firstuunashville.org).

## Email Aliases

A FUUN email alias is an email address in the form of ***committeename@firstuunashville.org*** that allows committees and staff to receive email without correspondents needing to know personal e-mail address.

If your real email address changes and we are notified of this change, we will change the forwarding email address attached to the alias so the correspondents can continue to use ***committeename @firstuunashville***. Email aliases also hide your real address from email harvesters.

When we are notified of committee chair changes, the forwarding addresses are changed to the new chairs' personal addresses and the committees' correspondents continue to use the committee alias without having to remember the change in committee chairs.

Finally, standardized aliases, e.g., ***committeename@firstuunashville.org***, permit consistent addresses within FUUN. For example, if Mike Sepanski is the head of the Fundraising committee and his email address is ***mikesp@bellsouth.net***, he can ask us to create (or update) ***fundraising@firstuunashville.org***. People can then send electronic mail to ***fundraising@firstuunashville.org*** and it will be forwarded to ***mikesp@bellsouth.net***.

E-mail aliases can be set up to forward to a maximum of **two** recipients. If a committee wishes all members to receive email to their alias, if they don't already have one, they need to set up a Google or Yahoo group and have the email forwarded to that address. We do not send @firstuunashville.org emails to more than two email addresses except under rare circumstances.

To get an email alias, send an email to **[webmaster@firstuunashville.org](mailto:webmaster@firstuunashville.org)**. We will then review your request and set up the address as requested. In your request, please specify up to two individual's name(s), their email address(es), your committee's name, and desired alias. Once the address is set up, we will send an email to that address asking you to respond so we will know that it is actually working.

## Newsletter

**Purpose:** The FUUN newsletter informs members and friends as well as those outside our congregations about FUUN events and issues. Information published in the newsletter is limited to events and issues related to FUUN, the Mid-South District, and the UUA.

**How it works:** Submit articles directly to [newsletter@firstuunashville.org](mailto:newsletter@firstuunashville.org), or by using the **Getting the Word Out** form on the church homepage (Select the **Leadership** tab and then **Tools** tab). If you do not have internet or email access, please contact the office about the deadline for delivering hard copy copies to the church administrator. The editor will acknowledge all emailed submissions; **please re-send your article or contact the editor if you do not receive a return email within a few days**. The text editor reviews and edits articles, then sends text to the designer to be formatted. The final version is available on the publication date in print format and is also posted on the church website as a downloadable PDF.

**Who can submit articles:** FUUN staff, lay leaders, event organizers, committee chairs or representatives, District or UUA personnel. Personal items from congregants (e.g., about professional or artistic accomplishments) will be published under "Member News" as space permits.

**Publication schedule and deadlines:** The newsletter is published monthly. A list of deadlines and publication dates is available from [newsletter@firstuunashville](mailto:newsletter@firstuunashville.org) upon request.

The text editor sends out one or two reminder emails before the newsletter deadline. Please email [newsletter@firstuunashville](mailto:newsletter@firstuunashville.org) if you would like to be added to or deleted from the reminder list.

You must email the editor **before** the deadline if you know your submission will be late. Late submissions must be sent via email directly to the editor and will be included if possible depending on the editing time available. Please note that late articles must be submitted to the text editor and will be confirmed; the newsletter is not responsible for articles sent anywhere else.

## Acceptable Newsletter Content

- Except for brief “Member News” items, articles must be directly related to FUUN, the Mid-South District, or the UUA. We do not publish notices about community events that FUUN does not sponsor.
- Emailed articles must be in the text of the email and/or an attached Word document in “.doc” format (preferably both). Excel, PDF, WordPerfect, and any other type of non-Word file will be returned for re-formatting.
- No flyer types of formats will be accepted. Information should be extracted and formatted into a text document **before** being submitted.
- Hard copies can be typed or handwritten. No tables, flyers, or reproductions of published material will be accepted.
- **Do not** include tables or graphics unless you have prior consent from the text editors, who will need to clear the material with the layout staff. **Do not** use all caps. If you have special formatting requests, include them separately in the text of your email, and, when possible, provide both formatted and unformatted versions of your text.
- Please provide a title for your article.
- All articles are subject to editing for space, style, and appropriateness of content. Please do not ask for exceptions. The text editor will provide detailed style guidelines upon request.
- Since our newsletter is read by those outside our congregation, face-to-face conversations and internal communication options will be better forums for some types of information. Please feel free to ask for suggestions from the Communication Committee about the best way to “get the word out” about a particular issue.

## Weekly Email

**Editor:** Church administrator

**Editor's contact information:** [weeklyemail@firstuunashville.org](mailto:weeklyemail@firstuunashville.org) or [office@firstuunashville.org](mailto:office@firstuunashville.org)

**Purpose:** Mid-week update listing upcoming FUUN events for members and friends.

**Deadline for submissions:** Noon every Tuesday.

**Content:**

- Limited to **very brief notices about events coming up within the next two weeks.** Include who, what, where, when. No lengthy descriptions. Readers can be directed to more detailed information on the website if needed.
- Links to download the current newsletter and membership directory.
- Links to online forms and surveys can be included at the bottom of the newsletter.
- **No non-FUUN events** listed unless FUUN is a sponsor.
- Information about future FUUN events (those **not** occurring within the next two weeks) should be publicized in the newsletter and blog, not the weekly email.

### Getting the Word Out on Sunday Mornings

Some important means of “getting the word out” fall under the supervision of the Worship Committee. Please consider the following when you need to publicize events or communicate information to Sunday morning congregants.

- **Announcements** may be placed in the order of service distributed on Sunday morning by submitting them in writing to the office administrator **before noon on Wednesday.** Email to [office@firstuunashville.org](mailto:office@firstuunashville.org) is preferred. These announcements should be as brief as possible while still covering all pertinent information. (Keep in mind that the order of Service is read each week by many newcomers, so saying “It’s time for our annual \_\_\_\_\_” is not particularly welcoming in the absence of further details.) Announcements may be edited by the church administrator to fit in the available space, and if necessary, priority will be given to the timeliest announcements.
- **Announcements are occasionally made from the pulpit** during Sunday worship.

These are usually made by the lay leader (any exceptions should be worked out in advance with the Worship Committee or minister) and are always **reserved for events of some importance and/or immediacy**. The Worship Committee asks that you follow these guidelines:

1. Pulpit announcements can only be made for church-sponsored events open to the entire congregation.
2. These announcements should be strategically timed (close to the event) and limited in number.
3. Please write out your announcement ahead of time and be sure it contains all necessary details (event, date and time, location, cost if any, childcare, person to contact for more information).
4. Find the lay leader a few minutes before the service each Sunday you want an announcement to be made. This is done that morning, not in advance. Be aware that all pulpit announcements are made at the discretion of the lay leader.

### **Bulletin Boards**

The main bulletin board is a great way to alert the congregation and visitors to major happenings within the church. It has shown itself to be incredibly useful based on its location and size. This board is reserved by contacting the church administrator at [office@firstuunashville.org](mailto:office@firstuunashville.org) or calling 383-5760. To reserve this space, please contact the office as far in advance as possible to ensure that your committee's needs are met.

There are additional smaller bulletin boards maintained by Adult Religious Education, Social Justice, and other committees and groups. Each committee is responsible for developing and maintaining the content of these bulletin boards. **Bulletin board space that is not used or updated is subject to reassignment.**

## Online Forms and Surveys for Your Church-Related Event

If you would like an online registration form for your event or program, email [webmaster@firstuunashville.org](mailto:webmaster@firstuunashville.org). You may be directed to SurveyMonkey if your needs are more survey related, or you may be directed to our computer programming resources to develop a form.

A registration form is usually a list of questions and a 'register' button. The results of the registration are sent to one or more person's email address. When you request a form, keep the following guidelines in mind.

- Please put your request in **at least a month before** you would like the form posted--not a month before the event, because you generally would like to have the registration form available for a few weeks (or longer). Volunteers put these together and have to work this into their evenings and weekends, so it really helps to have a lot of lead time.
- **Send the list of questions in a "plain text,"** not a Word document attachment. It is easier for the developers to work from a plain text message than to extract the data from Word.
- Don't worry about the colors, fonts, and so forth. The church website has a standard look that we apply to everything for consistency.
- For each question, have answers that help the user be more precise. This precision is encouraged because it's a better user experience. If this is too confusing, don't worry—the developers can generally figure out from the question and context. However, the more specific you are the faster it will get done! The choices of answer types are
  - a text field (e.g., name or other comments)
  - a selection of various values (a "combo" box") (e.g., state)
  - a checkbox (e.g., Yes/No)
  - a set of so-called "radio" boxes where you can select one of a set of options (e.g., omnivore, vegetarian, vegan)
- Remember to **include at least two email addresses** to use for people to receive the results of the form. It's fine to have several addresses. Redundancy is important; you just never know when a message will not be sent or received because of any number of problems.
- If you ask for a person's email (rather than a tested alias), we can send a confirmation message in addition to sending the message to the form managers.
- The Communication Committee will work with you to schedule the dates the form will be up on the website.

## Press Release

Press releases are appropriate for FUUN events that are of interest to the broader community, for example, the Herb Fair, the Palmer lecture, musical concerts.

**Please note that ALL press releases MUST be submitted using the *Getting the Word Out* form on the church website.**

You will receive an acknowledgement that your form has been submitted. If you do not hear back within two days, please email Communication Committee at **[communication@firstuunashville.org](mailto:communication@firstuunashville.org)** so that we can follow up.

After the press release has been reviewed and formatted by Comm Comm, the text is sent to the church office for distribution via email and fax. Please email **[office@firstuunashville.org](mailto:office@firstuunashville.org)** if you have additional email addresses or fax numbers for distribution of your press release.