

Camphor Ministry Communications & Event Promotion Guide

Before [requesting promotional support](#), ask yourself:

Which of our Three Grows does it support?

Every event should help people grow in at least one area:

- **Grow in our relationship with God**
- **Grow in our relationship with one another**
- **Grow in our relationship with the community we're called to serve.**

What is the goal?

A. What are you asking people to do?

- Attend
- Register
- Volunteer
- Donate
- Invite a friend
- Learn
- Connect

If people don't know **why they should come**, they probably won't.

B. How can this event become more than something we do for ourselves? How can it become an opportunity to welcome, serve, and build relationships with people beyond our church walls?

Promotion Request Deadlines

Type of Promotion	Submit By
Internal church communications (newsletter, announcements, Sunday slides, website, bulletin)	At least 4 weeks before your event
External/community outreach (social media campaigns, flyers, community promotion, partnerships)	At least 6 weeks before your event

Late requests may not be able to be accommodated.

What to Include With Every Request (Requests missing information may be delayed.)

Please submit:

- Event title
- Date & time
- Location
- 2–4 sentence event description
- Intended audience
- Registration information (if applicable)
- Contact person
- Clear call to action (Register, Attend, Volunteer, Donate, etc.)

Ministry Leader Responsibilities

Promotion is most successful when Communications and ministry leaders work together.

Each ministry is responsible for:

- Inviting participants personally
- Recruiting volunteers
- Sharing the event within ministry networks
- Providing photos or videos when possible
- Assisting with promotion before and after the event

The Communications Coordinator provides support, strategy, and promotion within available capacity, with priority given to church-wide communications, Sunday worship, and major church initiatives.

Flyer & Photo Best Practices

Keep flyers simple.

Every flyer should answer:

- What?
- When?
- Where?
- Who?
- Why should I come?

Help us tell the story.

Capture photos and videos that show:

- People connecting
- Worship
- Service
- Fellowship
- Community engagement
- Multiple generations

Whenever possible, take both horizontal and vertical photos, along with short video clips.

Our Goal

At Camphor, we don't simply promote events.

We communicate opportunities for people to grow in their relationship with God, one another, and the community we are called to serve.

Thank you for partnering with the Communications Ministry to help every message reflect who we are as a church.