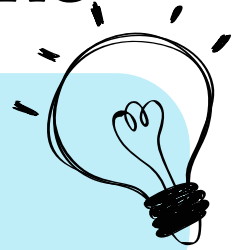


# Ministry Team Promotion & Communication Guideline



**2 months**  
in advance

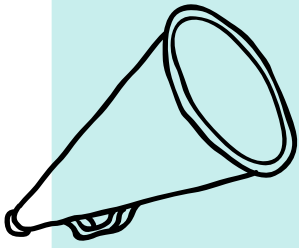
## GET MEDIA READY

- Contact Janelle and complete a Media Request Form

**6 weeks**  
in advance

## START ADVERTISING

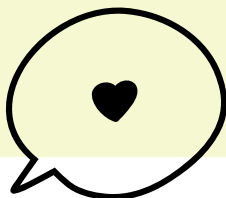
- Janelle to send media to Robyn to be included in the service slides and to create an event listing in the Church Centre App (Cc: to the MTL)
- Janelle to add event to Monthly Bulletin
- MTL to set up a Try Booking event if payments are required in advance
- MTL to post event to the WDBC Members Facebook Group
- MTL to contact Emily to 'Share the Vision' in Church



**3 weeks**  
in advance

## FURTHER ENCOURAGEMENT

- Chris to look at pre/post service loop and add the event to the video announcements
- If you think your event is for all people (not specific to a gender or age group) or if you need specific prayer support, outline this in an email and Joanna can send it to all the small group leaders.
- When talking to others, give them a personal, friendly invitation
- Continue to comment on your social media post as this will bring the post back up to the top of the news feed
- For large events, particularly those you would like to include people outside the church, you can put a flyer up inside the bathroom stalls



## WDBC IDENTITY

*Who we are*

We are a family of  
faith following  
Christ to freedom

## WDBC VISION

*Why we gather*

To see all people transformed  
by Word and Spirit for faith  
in Jesus Christ

This guide to promote ministry events is to help strengthen our community engagement and a foster a sense of belonging through clear and consistent communication.

When planning your event, think through how it is scripturally grounded and connected to WDBC's Identity and Vision, and emphasise the **WHY** at each step. Each time we gather, it's yet another opportunity to build each other up in Christ, share our faith and celebrate His transforming power in our lives.

**Media Request Form:** [Click here](http://www.wdbc.churchcenter.com/people/forms/425760) to fill out an online Media Request Form  
[www.wdbc.churchcenter.com/people/forms/425760](http://www.wdbc.churchcenter.com/people/forms/425760)

**Social Media:** All congregants are welcome to share information and church events in WDBC Members Facebook Group. There may be other church groups as well to share it in (Women@Windsor, Playtime, Instagram)

**Sharing the Vision:** Emily will help you find a spot to share in person during the service about 2-4 weeks before the event. Emphasise the **WHY** and your own heart, not so much the facts

---

### MTL

### Ministry Team Leader

**Janelle Keys**  
[janelle@wdbc.org.au](mailto:janelle@wdbc.org.au)

**Media & Communications** Janelle will design the media pieces and graphics you need to advertise your event.

**Joanna Hoffman**  
[joanna@wdbc.org.au](mailto:joanna@wdbc.org.au)

**Minister of Community Life** Joanna will help you to promote your event to the small group leaders to spread the word through the whole church.

**Robyn Douglas**  
[robynd@wdbc.org.au](mailto:robynd@wdbc.org.au)

**Administration Assistant** Please book your event with Robyn. She will add it to the church event calendar, include it in Sunday service slides and prepare opportunity for people to register their attendance.

**Emily Johnson**  
[emily@wdbc.org.au](mailto:emily@wdbc.org.au)

**Worship Co-Ordinator** Emily co-ordinates all the elements of the Sunday services. She will give space in the service for you to 'Share the Vision' of your event.

**Chris Cullen**  
[chris@wdbc.org.au](mailto:chris@wdbc.org.au)

**Executive Pastor** Chris oversees all the ministries of the church, and he'll include your event in the weekly video announcements.