



DUTILH CHURCH

A Loving Community

MARKETING POLICY for Dutilh Church Ministries, Groups, & Events

Updated June 25, 2019

1. Dutilh Church will utilize marketing and promotion tools to share information, to promote church events, to encourage participation, and/or to ask for in-kind donations (e.g., food drive, VOICe Christmas display, or mitten tree). These tools are not available for fundraising or sales purposes.
2. All marketing and promotion—including any display on the information table or in the greeting area—must be submitted to the director of marketing & communication.
 - Four weeks' notice should be provided for all requests.
 - The requesting Dutilh ministry or organization must provide the message content for the marketing and all details related to date, time, location, how to be involved or sign up, who to contact with questions, etc.
 - Message may be modified for length and clarity. Messages are subject to space available in the bulletin, e-news, etc.
3. Only internal groups (Dutilh Church initiatives, ministries, small groups, and service groups) may utilize display space in the greeting area or other marketing and communications tools.
 - Senior projects will only be considered if the student partners with a Dutilh Church ministry team or Dutilh Church organization. *Fundraising and sales are prohibited.*
4. If multiple groups request display space in the greeting area and space is limited, the director of marketing and communication and the associate pastor will determine how to handle the conflicts.
5. Community groups and outside organizations may provide fliers to the church office and these may be posted, as determined by the Church Office. Courtesy news may be included in the e-news or bulletin if the material is relevant to the church community and directly links to Dutilh Church (e.g., event sponsor attends Dutilh, etc.).

Procedure:

The director of marketing and communication will receive either the online or paper forms from anyone requesting a physical display, will confirm dates with the contact person, and will notify the office administrative assistant and facilities maintenance coordinator **IN WRITING** (by email) about use of space for the office calendar, display table needs, etc.