



## **Announcement Guidelines**

Church event and volunteer announcements are necessary and can be a great communication to Cross View members, friends, and visitors. Announcements are more than updates on the stuff that Cross View does. Announcements help with general communication among a large group of people, and they speak to our mission and responsibility as Christians. Announcements are meant to remind us of the work we are called to do as we serve as Christ's hands and feet in the world.

Several types of announcements may occur at Cross View: "Cross View This Week" Announcements in the Sunday Bulletin, Digital Lobby Slide, Digital Pre-Service Slide, Sunday Bulletin Insert, Live/Verbal Pre-Service Announcement, and Social Media Posts.

### **General Information That Applies to All Announcement Requests**

- Must promote official ministries of Cross View.
- Should be submitted by church staff or a Ministry Action Team leader.
- Requests received after the deadline may not get scheduled.
- Not all requests will be accepted; other courses of communications should be arranged.
- Submit an announcement request via form found on Cross View's website [here](#) or contact [FrontDesk@crossview.net](mailto:FrontDesk@crossview.net).
- Announcement requests will be re-directed to the appropriate person(s) for production.

### **"Cross View This Week" Announcements in the Sunday Bulletin**

1. Limit the length of the paragraph to 50–80 words.
2. Submit the announcement request form two weeks prior to requested date of announcement.

### **Digital Lobby Slide**

1. Event registration and general announcements.
2. Limit the length of the information to 15 words.
3. Submit the announcement request form two weeks prior to requested date of announcement.

### **Digital Pre-Service Slide**

1. Announcement must apply to a large percentage — if not all — worship service attendees, including both members and visitors.
2. Limited to eight slides announcements per worship service, plus a general "welcome" message.
3. Limit the length of the information to 15 words.
4. Submit the announcement request form two weeks prior to requested date of announcement.

### **Sunday Bulletin Insert**

1. Size should be 5-1/2" x 8-1/2" (half-sheet).
2. Digital files should be saved in pdf format, two-up on a letter-size page.
3. Bulletin inserts are limited to two (2) per week.
4. Submit the announcement request form two weeks prior to requested date of announcement.

### **Live/Verbal Pre- or Mid-Service Announcement**

1. Announcement must apply to a large percentage — if not all — attendees, including members and visitors.
2. Should bring *inspiration* more than information.
3. Must direct people to next steps for action.
4. Limited to two per worship service.
5. A maximum of one to two minutes total prior to the service.
6. Submit the announcement request form four weeks prior to requested date of announcement.
7. Most pre- and in-service announcements will be made by church staff members.

### **Social Media Post: (Facebook and Instagram)**

1. Limit the length of the post to 50–60 words plus hashtags.
2. Submit announcement request form two weeks prior to requested date of announcement.