

Advertisement within the Parish

POLICY:

There are modes by which A.) Advertisement within the parish can take place AND b.) Cannot.

REASON FOR POLICY:

It is important to advertise parish events to parishioners. We want parishioners to read the bulletin, bulletin boards or newsletters, establish relationships with one another, or consult our web site and not wait to be informed about upcoming events within the parish in other ways. Increasing to our current 9-page bulletin is a free service and has eliminated the need to stuff extra fliers into the bulletin and has also eliminated the cost of additional fliers. In fairness to all organizations, advertisements need prior approval from the parish office, where ultimate responsibility falls for all communications. Coordinators should not be bombarded with mailed fliers or pressured into advertising everything that happens in the life of the parish.

DESCRIPTION:

Except events sponsored by the parish leadership, modes of advertisement within the parish consist of the bulletin, word of mouth, the Assumption web page, fliers for the bulletin boards, fliers that are available in the pre-function area during Hospitality Sunday, fliers that are available in the parish office, or if approved by the Principal or PSR Coordinator, sent home with the children or mentioned in the school newsletter. However, there should be no additional bulletin inserts. Occasionally a word during the introduction to Mass is appropriate. Depending on the scope of the event, a word from the priests after communion is sometimes warranted.

When wanting to advertise in the bulletin, submit the information to the parish secretary, no later than 9am Tuesday. Bulletin submissions must be in one of the following forms: on a disc, e-mailed as an attachment, or as a last resort, typewritten. Space is usually available, but this is not guaranteed.

Flyers on cars and signs on the grounds are not permitted. However, for some parish and community-wide events such as Fall Festival, RCIA and Catholics Returning Home, and when approved by Parish Council, signs may be appropriate and necessary. There should be no individual mailings to the coordinators of our various ministries regarding events at the parish.

Please also refer to the policy regarding "**COLD CALLS.**"