Type A Definition

Church-wide | High-impact

These events are for the whole congregation (sometimes even the whole community). They have the highest attendance, the biggest impact, and help anchor our church calendar every year. Typical examples include annual holiday services I.E.Easter & Christmas), major vision launches, church-wide campaigns, capital campaigns, and large community projects.

Promotion Types:

* Weekly Guide + Call to Action - 8 weeks before - Thursday  
  *"The Weekly Guide": Is your virtual guidebook or as the older folks call it a Bulletin. It's main purpose is to offer key information about our events group's life track volunteer opportunities. This call-to-action is a one-of-a-kind opportunity given to one or two event(s) at a time. This is usually for larger, more A-level events but can sometimes trickle down into B-level events if we're not promoting for an A-level event.*
* Website Banner/Pop-up - 8 weeks before - Thursday  
  *These are strategically placed digital reminders on our website. They're like waves reminding you of upcoming events. (popups or chat popups)*
* Weekly Video Announcement - 4 weeks before - Sunday  
  *A scripted video presentation that highlights church activities or deadlines to keep everyone in sync with what's happing at Brookside.*
* Personalized Invite Text Message - 4 weeks before - Sunday  
  *Used for broadcasting invitations to specific audiences for events or important deadlines. Like a personalized call to action brought right to your fingertips. We're more than willing to aid in the writing of these personalized invitations. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*
* Bumper Highlight Announcement - 3 weeks before - Sunday  
  *This announcement stands out from the other video announcements and is reserved for church-wide groups and events. This bumper plays following the meet-and-greet time during no more than two of our worship gatherings.*
* Café/Lobby Feature - 3 weeks before - Sunday  
  *Our Café/Lobby is a high-traffic area and a great place to rub shoulders with people who may buy into your opportunity. This is an extremely powerful tool that most ministries sleep on, so please book your lobby slot today. Bonus points if you provide cookies, tea, or other treats. In order to ensure consistency across all ministries, digital signage needs to be created by our team and requires up to 5 days’ notice beforehand. Please contact us before booking your slot over at https://brookside.org/communications*
* Social - 3 weeks before - Thursday  
  *This is something we guard closely to ensure that our social platform isn't used for an announcement board. It is strictly used for community-type opportunities that people can engage with our church. We announce and interact on platforms like Facebook, Instagram and Google My Business - catering not only to our existing members but also reaching out further into the community. It's photography-driven, usually with people's faces, interactions, and other things from past events, not graphic-driven.*
* Stage Announcement - 2 weeks before - Sunday  
  *This announcement is delivered in person by one of our staff or elders during a worship gathering; we've seen a large impact with this when it is a limited announcement. Too many of this type can cause noise and will be ignored by the target audience. Due to the nature of the service flow, we cannot guarantee that this announcement will happen as intended for the scheduled slots.*
* Reminder Text Message - 1 week before - Friday  
  *This is a Text in Church notification sent to those relevant, nudging them about upcoming events or deadlines. It's our friendly way of ensuring no one misses your opportunity. Each host ministry should send periodic reminders leading up to the event or deadline; if you would like to set this up, please reach out to the communications director. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*

Type B Definition

Big Impact | Less People

These types of events are opportunities usually targeted within the church that have a big potential impact but engage only part of the congregation. I.E. Targeted stage of life, sports, local outreach, and general interests. These are focused initiatives that can grow and influence the church, even though they don't involve everyone.

Promotion Types:

* Weekly Video Announcement - 1 week before - Sunday  
  *I scripted a video presentation that highlights church activities or deadlines to keep everyone in sync with what’s happening at Brookside.*
* Social - Self-Posted - 3 weeks before - Wednesday  
  *This social media post is meant to connect with your friends and those interested in your role as a ministry leader. It will boost engagement and extend its reach beyond what the Brookside account can achieve alone. A successful post will be shared across Brookside channels to increase engagement further. This is the best way to promote small events to a wider audience. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*
* Personalized Invite Text Message - 2 weeks before - Wednesday  
  *Used for broadcasting invitations to specific audiences for events or important deadlines. Like a personalized call to action brought right to your fingertips. We're more than willing to aid in the writing of these personalized invitations. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*
* Café/Lobby Feature - Approval Needed - 1 week before - Sunday  
  *Our Café/Lobby is a high-traffic area and a great place to rub shoulders with people who may buy into your opportunity. This is an extremely powerful tool that most ministries sleep on, so please book your lobby slot today. Bonus points if you provide cookies, tea, or other treats. In order to ensure consistency across all ministries, digital signage needs to be created by our team and requires up to 5 days’ notice beforehand. Please contact us before booking your slot over at https://brookside.org/communications*
* Stage Announcement (If Room) - 1 week before - Sunday  
  *This announcement is delivered in person by one of our staff or elders during a worship gathering; we've seen a large impact with this when it is a limited announcement. Too many of this type can cause noise and will be ignored by the target audience. Due to the nature of the service flow, we cannot guarantee that this announcement will happen as intended for the scheduled slots.*
* Weekly Guide - 6 weeks before - Sunday  
  *"The Weekly Guide": Is your virtual guidebook or as the older folks call it a Bulletin. It's main purpose is to offer key information about our events group's life track volunteer opportunities.*

Type Ce Definition

Small Scale | Church Wide

The Ce quadrant stands for small-impact events that involve the whole church (everyone is invited), but their main purpose isn't huge transformation. They're more about building community, having fun together, and strengthening relationships.

Promotion Types:

* Weekly Video Announcement (If Room) - 4 weeks before - Sunday  
  *A scripted video presentation that highlights church activities or deadlines to keep everyone in sync with what's happing at Brookside.*
* Personalized Invite Text Message - 2 weeks before - Wednesday  
  *Used for broadcasting invitations to specific audiences for events or important deadlines. Like a personalized call to action brought right to your fingertips. We're more than willing to aid in the writing of these personalized invitations. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*
* Café/Lobby Feature - Approval Needed - 1 week before - Sunday  
  *Our Café/Lobby is a high-traffic area and a great place to rub shoulders with people who may buy into your opportunity. This is an extremely powerful tool that most ministries sleep on, so please book your lobby slot today. Bonus points if you provide cookies, tea, or other treats. In order to ensure consistency across all ministries, digital signage needs to be created by our team and requires up to 5 days’ notice beforehand. Please contact us before booking your slot over at <https://brookside.org/communications>*

Type Ct Definition

Small Group | Targeted

The Ct quadrant stands for individual events that serve a specific subgroup within the church: not the entire congregation. These opportunities are designed to go deep with a few people, meeting them where they are in a particular season of life or with a unique need.

Promotion Types:

* Weekly Guide - 6 weeks before - Sunday  
  *"The Weekly Guide": Is your virtual guidebook or as the older folks call it a Bulletin. It's main purpose is to offer key information about our events group's life track volunteer opportunities.*
* Café/Lobby Feature - Approval Needed - 4 weeks before - Sunday  
  *Our Café/Lobby is a high-traffic area and a great place to rub shoulders with people who may buy into your opportunity. This is an extremely powerful tool that most ministries sleep on, so please book your lobby slot today. Bonus points if you provide cookies, tea, or other treats. In order to ensure consistency across all ministries, digital signage needs to be created by our team and requires up to 5 days’ notice beforehand. Please contact us before booking your slot over at https://brookside.org/communications*
* Digital Signage Non-Lobby - 4 weeks before - Sunday  
  *These are gender-specific opportunities for individuals to get involved at Brookside. Considering the nature of calendar planning, we suggest that you start promotions 5 to 6 weeks in advance.*
* Organic Promotion - 1 week before - Sunday  
  *Some of our ministries have large Facebook groups or communal text threads. We strongly recommend that you share your sign-up/registration with your group. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library. We also recommend that you speak with other group leaders to share your upcoming groups as an organic call to action following a Bible study/event. I.E. Men's breakfast promotion or a Gather at The Table promotion. Please refrain from any printed material that have not been approved or created by our team. If you have any questions about this, please visit https://brookside.org/communications for more info.*
* Invite Previous participants - 1 week before - Sunday  
  *Due to the nature of these types of events/gatherings, we understand that it's a specific demographic that usually attends, so we strongly recommend that you reach out to people who have participated in the past or have shown interest in opportunities that fit this niche. If you'd like assistance sending these messages, please contact our Communications Director. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*

Type D Definition

Small Impact | Niche

The D quadrant stands for small-impact events or opportunities that serve a very specific niche group. These are intimate, specialized, and often ongoing events normally designed for people with a particular need, passion, or interest.

Promotion Types:

* The Weekly Guide - 4 weeks before - Sunday  
  *"The Weekly Guide": Is your virtual guidebook or as the older folks call it a Bulletin. It's main purpose is to offer key information about our events group's life track volunteer opportunities.*
* Invite Previous participants - 3 weeks before - Sunday  
  *Due to the nature of these types of events/gatherings, we understand that it's a specific demographic that usually attends, so we strongly recommend that you reach out to people who have participated in the past. If you'd like assistance sending these messages, please contact our communications director. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library.*
* Organic Promotion - 2 weeks before - Sunday  
  *Some of our ministries have large Facebook groups or communal text threads. We strongly recommend that you share your sign-up/registration with your group. In order to ensure consistent language, we request that you work with the Communications Director to utilize ChurchCopy.ai as your approved text library. We also recommend that you speak with other group leaders to share your upcoming groups as an organic call to action following a Bible study/event. I.E. Men's breakfast promotion or a Gather at The Table promotion. Please refrain from any printed material that have not been approved or created by our team. If you have any questions about this, please visit https://brookside.org/communications for more info.*

Type E Definition

Seasonal Groups

Seasonal groups are for individuals seeking to deepen their spiritual walk through courses, classes, seminars, accountability, and community workshops. We usually launch these opportunities simultaneously with multiple calls to action. No one opportunity outshines the others. They are all shared in unison through generic calls to action that reach the heart of what we're promoting.

Promotion Types:

* Weekly Guide - 5 weeks before - Tuesday  
  *"The Weekly Guide": Is your virtual guidebook or as the older folks call it a Bulletin. It's main purpose is to offer key information about our events group's life track volunteer opportunities.*
* Weekly Guide Call to Action - 5 weeks before - Thursday  
  *Similar to The Weekly Guide call to action But not limited to A or B type events. We utilize the website popup or chat feature to help people connect to the onboarding of individuals into seasonal groups. This call to action happens on every page of the website when you first visit. Equips people to find what they need to sign up.*
* Café/Lobby Feature - 6 weeks before - Sunday  
  *Our Café/Lobby is a high-traffic area and a great place to rub shoulders with people who may buy into your opportunity. This is an extremely powerful tool that most ministries sleep on, so please book your lobby slot today. Bonus points if you provide cookies, tea, or other treats. In order to ensure consistency across all ministries, digital signage needs to be created by our team and requires up to 5 days’ notice beforehand. Please contact us before booking your slot over at https://brookside.org/communications*
* Weekly Video Announcement - 5 weeks before - Sunday  
  *A scripted video presentation that highlights church activities or deadlines to keep everyone in sync with what's unfolding at Brookside. In the case of seasonal group launches, this dedicated section lasts for 2 weeks. And is naturally vague to cause interest and points people to the lobby for more information. Following this 2 weeks, we will still include seasonal group launches (until the kick-off), but it just won't be a standalone section. 4 week(s) before, on Sunday*
* Last Chance - Stage Announcement - 2 weeks before - Sunday  
  *This announcement is delivered in person by one of our staff or elders during a worship gathering; we've seen a large impact with this when it is a limited announcement. Too many of this type can cause noise and will be ignored by the target audience. Due to the nature of the service flow, we cannot guarantee that this announcement will happen as intended for the scheduled slots.*
* Elder or Leader Announcement - 4 weeks before - Sunday  
  *One of our staff or elders during a worship gathering will deliver this announcement in person; we've seen a large impact with this when it is a limited announcement. Too many of this type can cause noise and will be ignored by the target audience. Because of the nature of the service flow, we cannot guarantee that this announcement will happen as intended for the scheduled slots. In the case of seasonal groups, this will usually follow the sermon and provide an honest, raw invite. This is an unpolished speech; this is a normal person talking about something they care about. And is pointing people to the kiosk in the lobby. This lasts for the 2 weeks of the video announcements.*
* Bumper Highlight Announcement - 2 weeks before - Sunday  
  *This announcement stands out from the other video announcements: This is a countdown or a bumper that plays after the meet and greet during our church service. This will last for 2 weeks. This is a heartfelt call to action, talking about how we personally have been impacted by certain aspects of the call to action. I.E. LifeTrack, Pain to Purpose, or Rooted.*
* The Last Call to Action - 1 week before - Sunday  
  *Due to the nature of people signing up last minute, this is the opportunity for the "last minute person" to sign up or pick up their resources. This can be in many forms: video, in-person, lobby presence. This is not always needed and is Solely based on engagement.*
* Continued Promotion - 0 weeks before - Sunday  
  *Kiosk will still be staffed, video announcement will still happen, and the general lobby buzz will have started to diminish by this time but we need to be available for the last minute Individuals who are picking up their resources.*
* FOMO - -1 weeks before - Sunday  
  *This is an element of FOMO, so we can leverage it as a call to action for individuals. It can vary, such as a dedicated stage announcement, video element, or countdown. This is creative and allows us to promote beyond the start date, catching last-minute interested people.*

Type F Definition

Fulfilling a Need

Fulfilling a need: is when a ministry partner or an internal ministry has a need that can be solved by donations, collections, or congregational call to actions within a church. Usually, this is for outreach collection, VBS collection, or other third-party ministries we partner with. Usually a niche need solved by a community.

Promotion Types:

* Personalized Invite Text Message - 5 weeks before - Sunday  
  *Used for broadcasting invitations to specific audiences, this feature will be utilized to send invitations to our relevant groups. For instance, during the Thanksgiving season, we will send a text message to the group that donated meal kits the previous year, a week before the promotion begins. This approach allows us to engage with our core members, encourage them to invest, and ensure that they are among the first to donate. By demonstrating congregational buy-in, we can initiate organic promotion from the very beginning.*
* The Weekly Guide - 5 weeks before - Sunday  
  *"The Weekly Guide": Is your virtual guidebook or as the older folks call it a Bulletin. It's main purpose is to offers key information about our events group's life track volunteer opportunities. Bookmark it!*
* Donation Kiosk - 5 weeks before - Sunday  
  *Our Café/Lobby, a high-traffic area, is an excellent place to have people drop off items for donation. The donation kiosk incorporates digital signage that clearly explains your opportunity and provides various call-to-action buttons for people to interact with. Additionally, as individuals bring in items to donate, this can create excitement or a sense of urgency, potentially generating FOMO.*
* Weekly Video Announcement - 5 weeks before - Sunday  
  *A scripted video presentation that highlights church activities or deadlines to keep everyone in sync with what's unfolding at Brookside. This video section will play for 4 weeks if room.*
* Last Chance - Stage Announcement - 2 weeks before - Sunday  
  *This announcement is delivered in person by one of our staff or elders during a worship gathering; we've seen a large impact with this when it is a limited announcement. Too many of this type can cause noise and will be Ignored by the target audience. Due to the nature of the service flow, we can not guarantee that this announcement will happen as intended for the scheduled slots.*
* Social Media - -1 weeks before - Sunday  
  *When the items are being delivered, prepped, or organized for donation, we strongly encourage you to take photos. If you'd like a camera, speak with the communications director and they'll provide you one. After the donations have been received by the organization, we will share a celebratory moment on social media. These get extreme engagement and are an awesome opportunity to celebrate what God is doing at Brookside through the congregation.*
* Stage Announcement Celebration - -1 weeks before - Sunday  
  *This is usually a short celebratory moment within the service where we celebrate what was accomplished through the generosity of our congregation. Normally falls at the beginning of the sermon. But due to the nature of the service order, this might be postponed or delayed to a different time and isn't always guaranteed.*