

PARISH SIGNAGE POLICY

SCHEDULING SIGNAGE FOR EDUCATION AND PROMOTION

Effective March 1, 2017

Ministries are essential to the life of our parish. Ministries are key to engaging our parishioners in the life of the parish and enlivening our parish mission “To Know Christ Better and Make Him Better Known.”

Liturgy is the foundation of our parish mission. We are called to respect and maintain its reverential nature.

Valuing both of these principals, the parish is committed to balancing both. This effort requires the administration of the number of requests that are submitted for scheduling signage in the parish foyer and on parish grounds.

With the input of representatives from various Ministries, the following Policy was agreed upon as a starting point for addressing the issues. A review of the policies will be scheduled after a trial period.

Principles

1. Maintain a welcoming presence to the parish buildings.
2. Maintain a sense of reverence at the entrance of the church.
3. Utilize the full means of communication to promote the offerings and messages of the parish ministries.
4. Maintain an open approach when necessary and possible (ex: Hospitality Sunday).

Signage

1. Posters and two dimensional signs
 - a. Coordination of posting is to be done with the Staff Liaison.
 - b. Posters will be posted by parish staff in designated areas. (Posters will not be posted on windows, columns or other non-designated areas.)
 - c. Maximum size for posters and published signs is 11”x17”
 - d. All postings will have a noted removal date and stamp from the parish office.
2. A-Frame Signage
 - a. A-Frame signs are to be used only on the day or weekend of an event.
3. Large Formal Signage
 - a. Replace Burma Shave signs with the opportunity to hang large professionally created signs.
 - b. Recommended size: 36”H x 88”L
 - c. Signage can be scheduled for hanging, on the parish sound wall to the left of the church exit or the shared neighbor fence, as appropriate for the audience.

- d. Coordination of posting is to be done with the Staff Liaison.
- e. Staff will hang the signage.

Other Communication Opportunities

Communication of ministry events and offerings is important to the vitality of the parish and engagement of parishioners. The parish has established and continues to establish various means of communication.

Ministries are encouraged to use all means of communication, as appropriate. Current means: Foyer space, Signage, Bulletin, Parish Website, Facebook, and Parish Newsletters.

Ministries are responsible for the creation of communication and publication coordination. The staff is always here for feedback and share tips.

Please coordinate communication efforts with Staff Liaison.