

Publicizing Your Event at Holy Redeemer Church:

~Communicating our Parish events at Holy Redeemer can be as important as the event itself, and when we put our time and effort into planning something we want to be sure everyone knows about it. The staff at Holy Redeemer wants to help you do this. Below are a few guidelines to help you get started.

Let us help you publicize your event:

1. DON'T KNOW WHERE TO START? Contact Brandi Thomson (bthomson@evdio.org) or TEXT at 812-204-9691 if you have questions about where to begin to publicize your event at Holy Redeemer.
2. NEED GRAPHICS? Ask Brandi to make you a graphic that is specific to your event. Using the same graphic can help a person recognize you more quickly especially if you publicize any ongoing information or follow-ups.
3. NEED HELP WRITING YOUR ADVERTISEMENT? Need help writing an advertisement? You can email the basic information of your event to Becky Dossett or Brandi Thomason, and let them put it together for you. No need to stress. Here is the information they will need:
 - Date
 - Time
 - Who is invited
 - Cost
 - Name of Event
 - Where is the event located
 - Where to register
 - Contact information
 - Who's sponsoring the event
 - Special instructions:
 - Is there babysitting?
 - Bring food or is food provided
 - Bring Book
 - Time/date of pick-up order
 - Upcoming dates or rain dates
 - Tag lines
 - Website links
 - Etc...

Email to:

Becky Dossett

bdossett@evdio.org

or

Brandi Thomason

bthomason@evdio.org

Holy Redeemer Catholic Church
Publications and Advertising Policies

Quick Overview: *Here is a quick overview of the Holy Redeemer Advertising Policy*

- **Hanging Posters or Flyers - SEE PICTURES** of Fr. Jason for a quick “where to” and “where not to” hang flyers and posters at Holy Redeemer. 🧐
- **Please remove** your poster or flyer after the event is over.
- **Marquee** - You may request to have your event on the Marquee by contacting Gary Stoltz by Tuesday at noon.
- **Bulletin**- Bulletin information is sent to Becky Dossett by Tuesday at Noon
- **E-Newsletter** – E-newsletter information is sent to Brandi Thomason by Thursday at noon.
- **Website** –Website information and requests need to be sent to Brandi Thomason.
(Information already sent to the bulletin will automatically be placed on the website)
- **Narthex TV** – Send Brandi your pictures of past events to display on the TV in the Narthex before Thursday at noon.
- **Narthex Table Displays** are for “sign-up” or “order-here” events only.
- **School** - Contact The Holy Redeemer School Principal for approval to advertise at the school.

How To Advertise your event in/on the...

Marquee Contact: Gary Stoltz (gstoltz@evdio.org)

The outside marquee is reserved to display some of the larger events we have at Holy Redeemer and is especially reserved for upcoming events of a spiritual nature.

- Request can be made via email to Gary Stoltz by Tuesday at noon at least 1 week before the event.
- Requests will be brought to the attention at our next weekly staff meeting, however all decisions made about the marquee are ultimately made by the Pastor.

Bulletin Contact: Becky Dossett (bdossett@evdio.org)

Our Bulletin is our #1 form of communication. You may advertise your event in the bulletin at anytime, however there are a few guidelines that need to be followed:

1. All articles/pictures for bulletin should be sent to Becky Dossett.
2. The deadline for something to be placed in the bulletin is Tuesday at NOON. Earlier deadline due to holidays will be posted in the bulletin.
3. Advertising for an event is limited to two weeks before the event. Save-the-date event reminders can be run for one week. Exceptions can be made per request and approval of Becky Dossett and the Holy Redeemer Staff.
4. Please email a Word Document, Publisher Document, or simply in the body of an e-mail. Avoid sending a .pdf because these documents do not reprint as clearly.
5. Please send any graphics or clip art along with your advertisement. (.jpg, .png, .jpeg, .gif)
Graphics can also be embedded in a word document or publisher document.
6. Photos –photos for the bulletin of an event can be sent to Becky’s email and will be placed in as soon as possible.
7. Flyer insets for bulletin have to be given approval in advance by the Pastor.

E-Newsletter Contact: Brandi Thomason (bthomason@evdio.org)

The E-newsletter is sent out to over 500 parishioners each Friday. You can get on this newsletter list by signing up on our website. It gives a brief description of the event and shares a direct link to our website to receive more information about the event.

- If your event is in the bulletin, it will be in the e-newsletter.
- Deadline is Thursday at Noon.
- Send your information to Brandi Thomason.

Website Contact: Brandi Thomason (bthomason@evdio.org)

Our website has become a new venue for Holy Redeemer Information with over 2,300 views per week. You can visit our site at www.holyredeemerchurch.org

- Our website is updated weekly.
- Our website is reserved for Holy Redeemer Parish and Diocesan events only.
- If your event is advertised in the bulletin, then your event will be on our website.
- If you would like to have more information on the website than is in the bulletin, then contact Brandi Thomason with your request to make these arrangements.
- Some examples are:
 - Online registration/online payment
 - Photo slideshow
 - Printable downloads (.pdf)
 - Video links
 - Page links
 - Letters for your participants
 - Contact information
 - Meeting times and location information

Facebook Contact: Brandi Thomason (bthomason@evdio.org) or Lorri Lappe (llappe@evdio.org)

You can find Holy Redeemer Parish and Holy Redeemer School on Facebook. Please “like” us to receive a weekly parish or school updates.

- If you would like to advertise or share stories/pictures of your event on our Holy Redeemer Facebook Page contact Brandi Thomason.
- If you would like to advertise or share stories/pictures of your event on the Holy Redeemer School Facebook Page contact Lorri Lappe.

Narthex TV Contact: Brandi Thomason (bthomason@evdio.org)

The New TV in the Narthex is an on-going learning process for us. As of now, we would like to advertise upcoming events as well as show pictures of past events. Here are a few guidelines:

- Send your pictures via email to Brandi Thomason by Thursday at Noon. All Holy Redeemer related events can be posted on the TV.
- Advertisements for upcoming events on the TV are limited to first come first served.
- Upcoming spiritual events take priority.
- We only have room for a 2 minute loop each week.

Narthex Table Displays Contact: Brandi Thomason (bthomason@evdio.org)

Frequently you will see in the Narthex table display of upcoming events. You are welcome to set up a table display for your event HOWEVER, all table displays are limited to events that need a sign-up or an order form. (ie: BBQ chicken sale, book study, Summerfest) Here are a few guidelines:

- Have your sign-up/order sheets present for all Masses and throughout the week.
- Holy Redeemer reserves the right to remove tables from the Narthex for special events and funerals
- You may use tables at Holy Redeemer. Tables can be found in the hospitality room.
- Tri-pods, clipboards, and other various display items can be found in the hospitality room. Please return them afterwards. If these items are not in the hospitality room, you will need to provide your own.

Hanging Posters/Signs/Flyers Contact: Brandi Thomason (bthomason@evdio.org)

Flyers are Necessary. It's a great way to catch someone's attention about your event. We want to help you find a place for your flyers as well as keep Holy Redeemer looking clean and beautiful. Here are a few guidelines:

- Doors: NO signs, flyers, poster may be placed on any doors at anytime.
- Bathrooms: please do not hang flyers in the bathrooms.
- Narthex Entrances: You may hang your signs/posters/flyers on the "inside" entrance to the narthex on the side windows. However, not on the doors themselves.
- Parish Center: You may place flyers in the parish center. Place them on the "inside" entrance side window on the RIGHT side only (as you enter the parish center).
- Do not place flyers on the walls of the narthex, school, or parish center without prior approval of the parish staff.
- Meeting room, RCIA, and Parish Council room windows (located adjacent to the doors): You may place your flyers and information sheets in these windows. No posters please.
- Exceptions can be made upon request of Brandi Thomason and the Parish Staff.
- You may hang flyers/posters on the Gym Window
- You may hang flyers/posters on the wall of windows on the back rotunda entrance.
- Please remove your flyers/poster after the event is over.

Bulletin Board in Narthex Contact: Brandi Thomason (bthomason@evdio.org)

The bulletin board is a great place to display your event.

- All events (parish/diocesan/other parish) may be displayed on the bulletin board.
- Please do not cover other posters.
- Please remove your poster after your event is over.

School Contact: Lorri Lappe (llappe@evdio.org) or Marianne Webster (mwebster@evdio.org)

Advertising at Holy Redeemer School can be a great way reach a lot of parents; however, it can be viewed as excluding the rest of the parish. Therefore please do not make advertising at the school your ONLY venue of advertising.

- If you would like to place your flyer/poster in the School office window please contact Lorri Lappe for permission.
- If you would like to advertise your event on the "events" page of the Sycamore Education Website send your information to Lorri Lappe.
- If you would like to have your Event posted on the School Website contact Marianne Webster.

Implementation of Policy: 5/17/2016
Holy Redeemer Catholic Church
Pastor: Fr. Jason Gries

Date: _____

City of Evansville Ordinances: as of 4/6/2016

Section 17.26.040 Temporary sign permits.

A. The following signs are permitted only with the issuance of a temporary sign permit:

1. Signs and business advertising a special event, exclusive of those used by theaters, as regulated by 17.26.60. Issuance of the permit shall be for a maximum of ten days.
 2. One sign for each street frontage of premises of buildings which are being constructed, demolished, or remodeled to announce the character of the building enterprise. This sign may not exceed 64 square feet in area. Issuance of the permits shall be for period of construction, demolition or remodeling.
 3. One sign not to exceed ten square feet in area for each street entrance to a subdivision to advertise the sale, rental, or lease of real property. The sign may not be erected until the subdivision has been recorded and approved. Issuance of the permits shall be for 12 months.
 4. One sign not to exceed six square feet in area for each model home, temporary office, or model apartment in subdivision. The sign must be solely for direction or for promotion of the use. Issuance of a permit shall be for six months with renewal by the area plan commission for a three month period.
 5. Portable, folding or moving signs. Issuance of the permit shall be for a maximum of 30 days. A portable sign may not be placed closer than ten feet to a street or highway right-of-way or where it blocks traffic vision.
- B. All temporary signs must conform to the requirements of this chapter and are subject to the inspection, removal and penalties provided by this chapter.

Hang your Flyers/Posters Here.



HANG HERE! On either side window next to the interior doors of the Narthex



HANG HERE! On the Bulletin Board in the Narthex.



HANG HERE! In the Parish Office. Only on the left window next to the interior door. (facing the outside)



HANG HERE! On the window next to the Parish Council Room door.



HANG HERE! On the side wall windows of the rear entrance rotunda.



HANG HERE! On the side window to the Meeting Room.



HANG HERE! On the windows of the Activity Center



HANG HERE! On the windows of the School Office. **WITH PERMISSION ONLY**

DO NOT Hang Your Flyers/Posters Here.



DO NOT
Hang Here...
on any wall
on the Holy
Redeemer
Campus.



DO NOT Hang Here... on the right side window
of the interior doors of the parish office.
Because it will block the view of someone trying to buzz in
through the intercom system.



DO NOT
Hang Here...
On any door
on the Holy
Redeemer
Campus.
Interior or Exterior.



DO NOT
Hang Here...

In the
restrooms.



DO NOT Hang Here...
just because.
Please do not hang in the
restrooms.



DO NOT
Hang Here...

Ummmm...
Because
they will get
stepped on?



DO NOT
Hang Here...
Or on any
door on the
Holy
Redeemer
Campus.
Interior or Exterior.



DO NOT
Hang Here...

Well, because...
They might
drive away.

