



St. Michael the Archangel Roman Catholic Church Silver Spring, Maryland

Parishioner Toolkit: Parish Communications

Use this guide to share information about upcoming programs or to make announcements to the St. Michael the Archangel Parish Community. If you need help with writing, editing, or designing (such as a flyer), please email the Communications Committee at smacc.communications@gmail.com.

Submit this completed Toolkit to smacc.communications@gmail.com at least two weeks prior to when you need to the messages to go out. Thank you!

Communications Request Form	
Name	
Email	
Phone No.	
Ministry	
What is your deadline? This is usually the date of your event or program or when you want the news of your event or program to be shared.	
Which communications tools would you like to use?	
<input type="checkbox"/> Social Media (Twitter and Facebook) Write your Tweet or Facebook message in the box below. Messages are limited to 140 characters. Please note that your message may be edited for grammar, spelling, or to align with our editorial guidelines. Send photos in a separate file as .jpg or .png files.	

Parishioner Tool Kit: Parish Communications

Communications Request Form

☐ **Website Announcement** (www.stmichaelsilverspring.org)

Write your announcement in the box below. Messages are limited to 300 words. Please note that your message may be edited for grammar, spelling, or to align with our editorial guidelines.

☐ **Email Blast to Website Subscribers**

Write your announcement in the box below. Messages are limited to 300 words. Please note that your message may be edited for grammar, spelling, or to align with our editorial guidelines.

Parishioner Tool Kit: Parish Communications

Communications Request Form

☐ **Weekly Bulletin Announcement**

Write your announcement in the box below. Announcements are limited to 1 – 2 sentences. Please note that your message may be edited for grammar, spelling, or to align with our editorial guidelines.

☐ **Request for Mass Announcement**

Write your announcement in the box below. Content should be no more than 2 sentences long. Please note that your message may be edited for grammar, spelling, or to align with our editorial guidelines.

Parishioner Tool Kit: Parish Communications

Communications Request Form

☐ **Article or Photo for The Parish Times**

(This is an inter-parish co-operative newspaper)

Write your article in the box below, using these guidelines.

- Articles should be in 12 point Times New Roman Font.
- Do not add any formatting, such as **bold** or *italics*.
- You can write up to 400 words.
- If you would like to attach a picture or other graphic, please send it as a separate .jpg or .png file with a caption. Image files should be no larger than 75KB.

Spring 2017 Due Dates:

- Send your articles or photographs no later than midnight on the follow due dates:
 - February Edition – Monday, January 2nd
 - April Edition – Monday, February 20th
 - June Edition – Monday, April 24th
- For due dates after Spring 2017, please call the St. Michael the Archangel Parish office at 301-589-1155.

HEADLINE:

CAPTION (IF APPLICABLE):

ARTICLE:

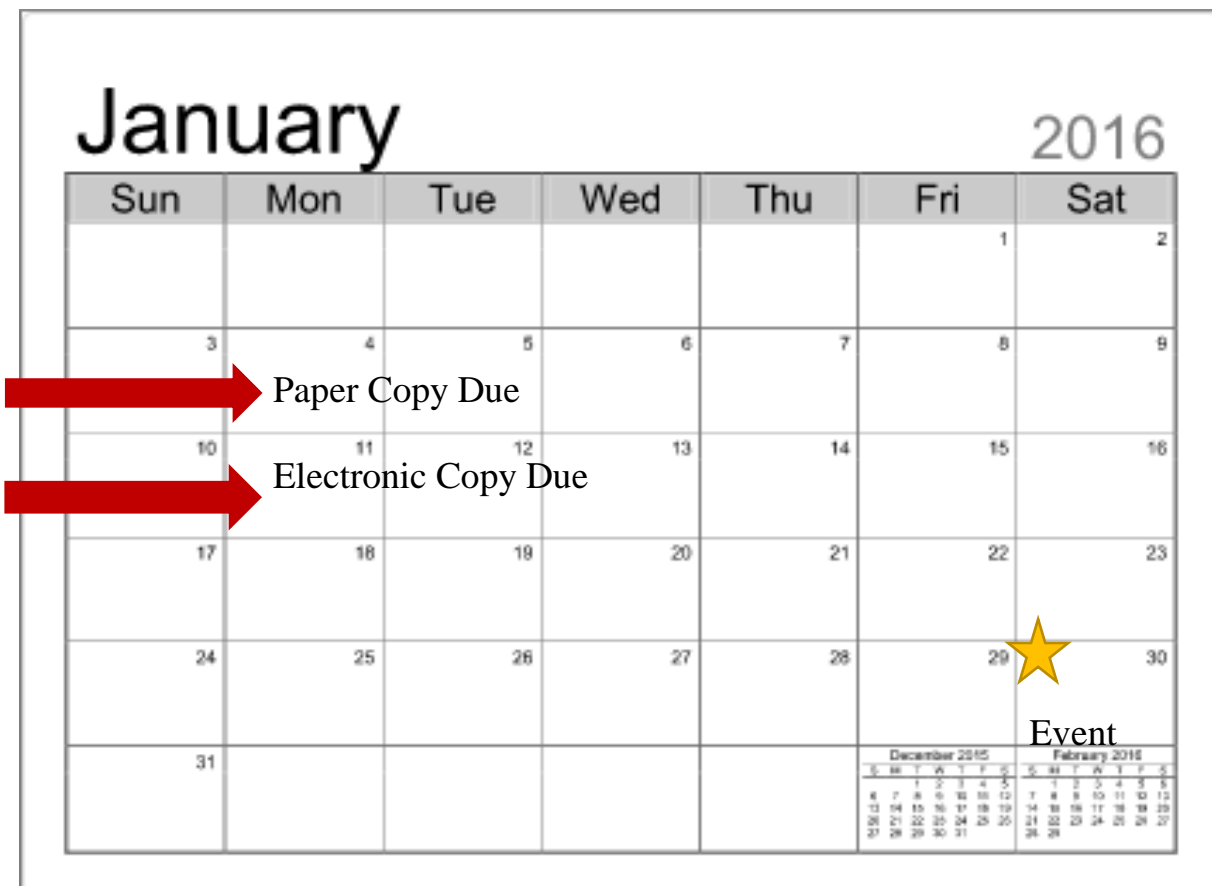
Parishioner Tool Kit: Parish Communications

Communications Request Form

How do I submit my information to the Communications Committee?

- ☐ Option 1: Email this form as a Microsoft Word document to smacc.communications@gmail.com at least two Mondays before you want the information to go out.
- ☐ Option 2: Fill out this form and turn in a printed version to the Edwin Mendez in the Rectory at least three Mondays before you want the information to go out.

For example:



This allows us to have time to translate into Spanish or English, and to get approval from Church leadership. For questions or concerns, email us at smacc.communications@gmail.com. Thank you and God Bless.