

SBC WEB SITE

GUIDELINES FOR ANNOUNCING EVENTS

Remember a web site is seen by everyone in the community, not just those who attend church so it needs to say a lot more than a two line entry in the church's weekly [Bulletin](#).



Below are ideas for what you should include when you email publicity@stalhambaptist.org.uk with your submission. If you regularly organise events, or help someone who does but who does not have Internet access, please [Requeston Authorisation](#) to post to the Events Page yourself!

- **Subject line:**
This is your headline for the event and should include the date and event name!
- **Purpose:**
Make clear why you are holding the event. e.g. to Raise money for Building Fund or other named charity, to learn more about the Christian faith, to pray together, to have fun and meet new friends.
- **Event Description:**
Describe how will you achieve your purpose. What makes it different from similar events? Why should people come this time? Make it a minimum of one or two sentences.
- **Cost?:**
Indicate the Entry Fee/Ticket Price/Donations/Retiring Collection as appropriate
- **The Venue:**
Specify Sanctuary, School Room, Stables or Cark Park, or give full address including Post Code if elsewhere. Post codes help SatNav users get to remote locations!
- **Intended Audience:**
Make clear whether its for all comers or church attenders only.
- **Contact**
A named person for the event with phone number and email address for any enquiries
- **Include Photos/Graphics/Logos** to illustrate the event
Text alone is not the most effective way of attracting people.
- **Provide links to other web sites** (or pages on SBC or Community Scene sites)
Useful if they can provide further background information about the organisation or people involved.
- **A PDF of any poster**
Allow people to download and print your advert to display in their windows at home, employers and village noticeboards, etc)