

Bulletin/Newsletter Submissions:

We have two main publications which fall under these submission guidelines. **Our bulletin is a paper publication**, available at weekend Masses. **Our newsletter (sent via Flocknotes) is a digital publication**, sent Friday mornings.

1. Please send submissions by email only to submit@stcletus.org

- Use a **NEW** email for every submission or monthly update. (Do not send a new submission on an email from a previous submission.)

2. Submissions must be fully written out. Bulletin items must be 150 words (half a column) or less. Longer submissions will be shortened by the editor.

- **BULLETIN:** Plain text (NO PDF, NO formatting) in the email body is required.
- **NEWSLETTER:** Images or flyers may be attached as a JPEG or PNG file. Plain text should be included in the email body as needed.

3. Events/meetings must:

- *Include date(s), time(s), location(s), and contact information.*
- **Be a parish, diocese, faith, or service event.**
 - Due to limited space, we cannot accept events outside of these categories.
 - **Events outside of the parish or diocese** must be faith-based or provide an opportunity to serve the community. Each will be considered on a case by case basis. Parish and diocese events will have priority.

4. The email subject line must include:

- the desired weekend date or month for publishing.
- Event/notice title (i.e. Men's Group, Pageant, Women's Retreat etc.)
- whether this is a submission for the bulletin, newsletter, or both.

5. Please consider the timing of your submission.

Submissions are published a maximum of 2 consecutive weeks for each publication.

- **Do not submit announcements more than 2 months in advance of the publication date.**
- **Best practices:** Publish for 1-2 weeks when the event is first announced or registration opens and 1-2 weeks before the event date/registration ends.
- *If you would like it to run longer, you may request a longer runtime. However, we will give priority to new submissions if space is limited.*

6. **DEADLINE:** All submissions are due by noon, 11 days before the Sunday publication.

Other notes:

1. We will do our best to get your submission in for the date/publication requested.
2. Space is limited (especially in the bulletin) and your submission may be delayed a weekend or only be in the newsletter that week.
3. All submission text is subject to editing for clarity, content, and length by the editor.
4. The pastor will make any final decisions on submissions.

Guidelines are subject to changes or updates as needed.

Bulletin Inserts:

In an effort to reduce paper use and be considerate of our volunteers' time, bulletin inserts will be limited to the following occasions based on the criteria below:

- **Inserts will be reserved for:**
 - Parish events (must be approved by the pastor as a parish event, not just parish invited)
 - Office related information
 - Special parish-wide programming
 - Parish monthly educational insert
- **Any special requests will be subject to consideration of staff.**
 - The group must ask permission by contacting the church communications coordinator by the bulletin submission deadline for that bulletin.
 - **Groups who are approved to have an insert must find their own volunteers to stuff all 5 church location's bulletins on Thursday mornings at St. Ann in Stoughton.**

We want your event flyer to be seen!

Please submit all flyers as a jpeg file to submit@stcletus.org by the appropriate deadline so that it may be included in our newsletter.

Facebook Posts:

We are allowing submissions for Facebook posts to be submitted, similar to how you would submit an announcement for the bulletin! Make sure a photo is included.

This is a great way to reach a larger audience before your event. **Celebration posts (after the event) are even more effective** and encourage attendance in the future!

1. **One post is allowed per event to advertise before the event happens.**
 - **This can be posted a week before the event occurs or registration for the event closes.**
 - **DEADLINE: Submit your text and JPEG photo a minimum of one week before your announcement is to be posted.** Please see bulletin/newsletter guidelines on what your email should look like.
2. **One post is allowed to celebrate the event after the event has occurred.**
 - **This post MUST include a JPEG photo, plus a text description.**
 - **DEADLINE: Submit your post within 3 days of the event occurring** to ensure the post is relevant.

Please note that the inclusion of any submissions and/or edits made to submissions are subject to the decision of the page's manager. Thank you!

End of Mass Announcements:

Requests for announcements are not guaranteed, due to the 4-announcement limit. **Please rely on the bulletin, newsletter, or Facebook posts for advertising, NOT Mass announcements.** Announcements will be limited and/or considered based on the following:

1. Announcements are limited to *one time per event*.

Please plan to reserve your announcements for:

- The weekend of **OR** the weekend before your event
- Times when there is a signup/representative available after Mass

2. Announcements must be 30 words or less.

- **Announcements must be fully written** in speaking format (full sentences only) upon submission, but are subject to editing by staff.
- **Event announcements are not for sharing details** (specific dates, times, length of programming, etc.) about programs.
 - Ex. "Bible Study will start this Thursday to discuss the Bible" NOT "Our 5-week Bible Study will start Thursday, January 2nd at 7pm to discuss the Bible."
 - Details should be included in bulletins and newsletters.

3. Parish-wide programming will always take precedence.

- Parish-wide programs are programs approved by the pastor as a parish event, *not* just a parish-invited event.
- They may not be limited by the same guidelines above in an effort to evangelize and promote parish community.

4. The choice to include a given announcement is determined by staff. It may include, but is not limited to, the following:

- evangelization potential
- potential to build community
- availability of the bulletin or newsletter
- previous or current publications of an event in the bulletin or newsletter
- how closely the group or individual is associated with our parish

5. **DEADLINES:** All announcements are due by 12pm, the Monday before the desired Mass. They should be sent to submit@stcletus.org

Parish-wide Flocknotes:

Going forward, parish-wide Flocknotes will be reserved for the Friday newsletter, parish office notifications, and cancellations/*significant* changes for events and services.

We realize events have been marketed in the past. Due to an increase in requests—and in the interest of not flooding parishioner emails—we will no longer be sending out single event Flocknotes on a parish-wide scale.

Parish-wide Flocknotes go out every week in our newsletter. If you would like your event or notice publicized in our newsletter, please submit your request to submit@stcletus.org by the appropriate deadline.

Thank you for your understanding as we work to best serve our entire parish's communication needs.

Other Guidelines at Mass

Vendors, Fundraisers, and Presenters with Tables :

Groups must first ask permission by contacting the church administrator.

A group can place a table, display, and any representative individuals in approved areas by location, noted below:

- **St Joseph:** the gather space or octagon hallway or basement;
- **St Augustine:** outside or in the basement;
- **St Paul:** outside or in the basement;
- **St Ann:** gather space, gym, library door;
- **HMC:** gather space, chapel, or Consolation Hall.

In general, representatives and displays should stay behind their tables.

Representatives may not speak or act in ways that are disrespectful to or apply pressure to any worshippers.

Recognizing Wedding Anniversaries:

Blessings for celebrating couples in a specific month are given on the weekend of the first Sunday. Those with a deceased or non-present spouse are invited and welcome to stand and receive the blessing.

A couple can request a blessing on the nearest weekend to their anniversary.

- They must inform the administrator at least two weeks in advance.
- They must stand in place in the pew (not the aisle). It can only be a blessing.
- If they want to exchange vows, the priest may lead this after the Mass. Blessings with an exchange of vows may need to be moved to a neighboring weekend.