

Promoting Ministry Events at St. Dominic's

St. Dominic's is blessed to have so many strong ministries and leaders that continually strive to bring the important work of the Church to life in Benicia. In order to make sure each program is well represented and communicated throughout the Parish, please consider the following guidelines for promotions at St. Dominic's.

How do I get my event or program in the bulletin?

Our Communications Director has created an online submission form that is linked from our website. Go to www.stdombenicia.org/bulletin-submissions/

The short form walks you through the necessary questions to get your placement promoted in the bulletin. If you have a flyer or graphics you want included just email them to ejacobs@stdombenicia.org after completing the form. Erin will be in touch to work with you to design a flyer, blurb or social media campaign.

How far in advance do I need to fill out the form?

Our deadline for bulletin submissions is Friday for the following week. If you'd like something to run at various sizes for more than one week, select all the dates that apply in the form.

Why can't I just email Erin or drop a copy of my flyer at the parish office like I've done in the past?

Each submission requires approval from Fr. Jerome. Our team collaborates on editorial content and the online form generates a report that becomes our checklist before we go to print. Using the online form, rather than a conversation in passing, guarantees we don't miss your important news.

What else can I do to promote an event?

If you find the bulletin isn't working or you've missed a deadline, simply call us or request help through our bi-monthly emails to everyone in the parish, our social networking sites like Facebook, Twitter, or Pinterest. If you'd like to take out an ad in the Benicia Herald and your ministry has the budget to support, please work through Erin to make sure the look and feel is on brand.

Where do I get the St. Dominic's logo file for flyers, mailings, or posters I'm creating?

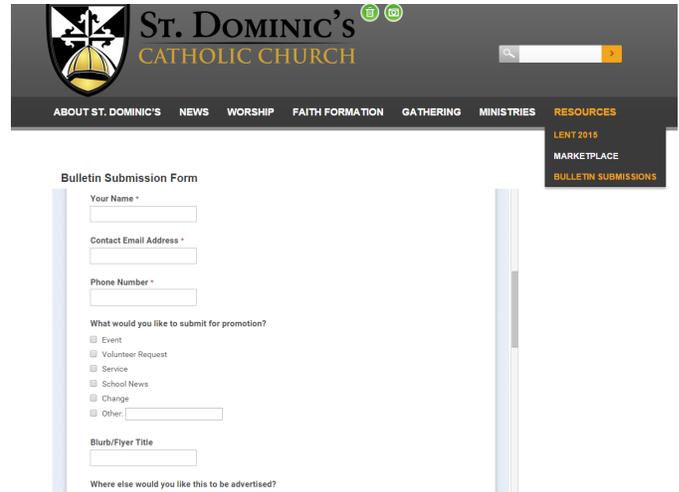
Any promotional materials for events that are sponsored by St. Dominic's should come through our office for Pastor approval and the guidance of the Communications department. We can supply you with either print ready graphics or low res image files for the internet or with you to design something great.

What other help can we get from the Communications team in supporting our events or programs?

Given enough of a heads up, St. Dominic's Communications Director can help create the following:

- Online registration site including a Landing Page, Registration Page, and Confirmation Emails. Email Invitations.
- Design a flyer, poster or ad to go in the Benicia Herald (if costs are supported by your ministry)
- Promote your program or event to other parishes in the area
- Create a listing on Catholic Event Finder, which drives or online calendar on the website.

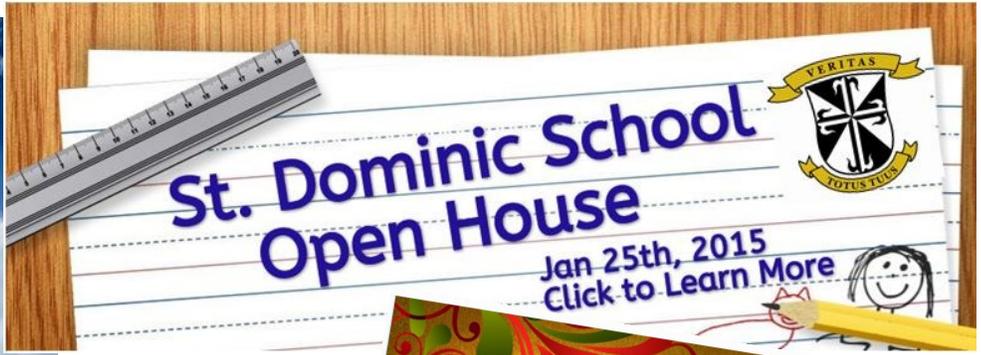
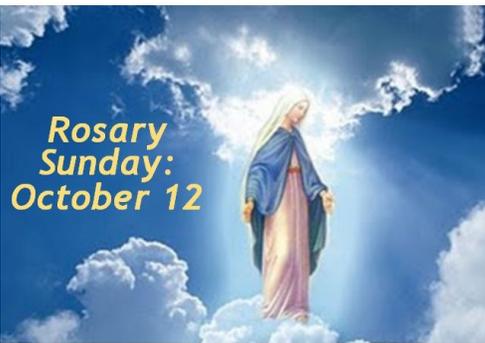
We want to help build your ministry's success. Drop by, or email Erin, and allow us to collaborate with you to further the mission of the Church



The screenshot shows the St. Dominic's Catholic Church website. The header includes the church's logo and name, along with navigation links: ABOUT ST. DOMINIC'S, NEWS, WORSHIP, FAITH FORMATION, GATHERING, MINISTRIES, and RESOURCES. A search bar is also present. Below the header, there are dropdown menus for 'LENT 2016', 'MARKETPLACE', and 'BULLETIN SUBMISSIONS'. The main content area displays the 'Bulletin Submission Form' with the following fields and options:

- Your Name *
- Contact Email Address *
- Phone Number *
- What would you like to submit for promotion?
 - Event
 - Volunteer Request
 - Service
 - School News
 - Change
 - Other
- Blurb/Flyer Title
- Where else would you like this to be advertised?

Samples of Programs We've Promoted



Feast of Our Lady of the Rosary

First Reading: 1 Chronicles 15:3-4, 15-16; 16:1-2

Responsorial Psalm: Luke 1:46-47, 48-49, 50-51, 52-53, 54-55

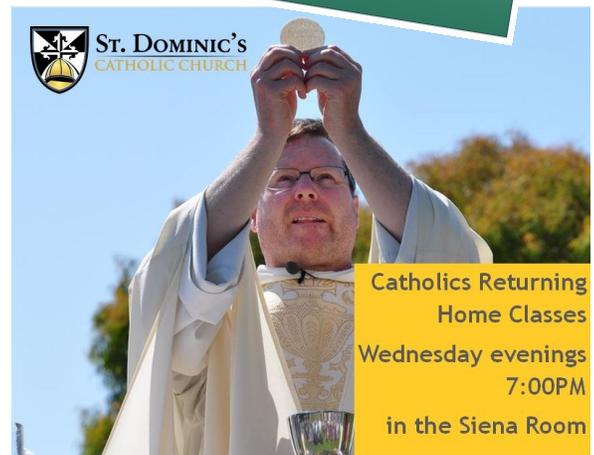
Second Reading: Romans 5:12, 17-19

Gospel: Luke 1:26-38



20's & 30's Group Event!

Diablo Valley Bowl, Concord
Monday, August 25th 7PM



Come Home to the Catholic Church

Take a new look!

www.stdombenicia.org, 475 East I Street Benicia, CA 707-747-7220