



Communication Tip Sheet

for Central Plains Mennonite Conference Leaders

These are the various ways that we communicate information to churches, leaders and lay people. Send your submissions to me at shanaboshart@centralplainsmc.org.

Newsletters

The *Scattered Seeds* newsletter, sent to churches in February, April, June, August and October.

Audience: every home in Central Plains member congregations; typically put in church mailboxes.

Deadline for submissions for the next issue is always in the editorial box on page 3.

Keep in mind that it takes almost a month after the deadline to produce the newsletter and get it to the churches.

The Sower e-newsletter for pastors, delegates and conference leaders, sent by email the third Wednesday of each month.

Audience: pastors, delegates, congregational leaders, conference leaders and committee members, related organizations like camps, schools, Dove's Nest, other conferences.

Deadline for submissions: Two weeks before the third Wednesday.

Find submission guidelines at www.centralplainsmc.org/scattered-seeds and www.centralplainsmc.org/the-sower.

Both newsletters are translated into Spanish. All back issues can be found on the web site.

Web Site www.centralplainsmc.org

If your ministry has its own pages, please provide updates often! Include information about new resources or events. Small updates can usually be made immediately, but please give me at least a week to for major changes or updates.

Our "Seedlings" blog (under Home) is for sharing "good news" stories, thought leadership, and updates that don't fit into our other newsletters, whether because of space or timing.

Remember, any electronic document you create can be converted to a PDF and posted on the site: brochures, registration forms, flyers, resource lists, etc.

Bulletin announcements

Send me your bulletin announcements to format and send to the churches. Send the announcement two weeks before Sunday you want it to appear. If you have a series of announcements for the same event, it is nice to send them all at once.

Events

When you have an event to publicize:

- As soon as the date is set, publicize the date and any other details you have: place, speaker, topic, who should come. Send me the info and it will likely go in the e-newsletter and on the web site.
- As the details of the event are finalized, we can publicize further details in the same ways, possibly adding bulletin announcements.
- Next, Monica Clem (office@centralplainsmc.org) can help you send the information out in the form of a letter or brochure and registration form (if needed). For a workshop or similar event, two or three months before the event date is about right. For bigger events, a longer lead time is better.
- When you send out the invitations and registration forms, send all the publicity to me for the web site. Events sponsored by Central Plains will each have their own web page under the Events tab. Events happening in our conference but not sponsored by conference will be included on the Calendar page with links to registration forms and other documents.
- It is possible to receive registrations for a conference event online. Contact me to set that up.
- After the event, write up an account of what happened and submit it to the *Scattered Seeds*. 150-250 words is about the right length. Be sure to take pictures and send them along with the report. The story of the event can also be posted on its web page for awhile before the event page is removed.