

# Guidelines for Intercom Weekly E-mail (sent Friday AM)

E-mail to: [communications@ucdsm.org](mailto:communications@ucdsm.org)

Deadline for submissions: Wednesday at Noon

## This Week at First Unitarian (see calendar example below) – events only

Any event from Friday (when the e-mail goes out) to the following Sunday (10 days total). Events should have a title, date, time, location, and brief description (no more than 50 words). If there is a longer description, it can be posted on the web site and a link will be provided for the event. Contact information, if needed, will not be linked unless it is for a church employee.

## Welcome Home Wednesday Nights

A block will be reserved for Wednesday Night activities. It will list the week's chef and menu. Any events that are not recurring or are new to Wednesday nights will have a brief description (50 words or less). All other activities will be listed and linked to the web site.

## Announcements

Announcements will run for 2 weeks and are limited to notices only. Events will not be posted in this section. Announcements should have a title and brief description (no more than 50 words). Contact information, if needed, will not be linked unless it is for a church employee.

## Upcoming Events (see calendar example below)

This includes any events that happen in the 2-week out to 3-week out period. Upcoming Events should have a Title, Date, Time, Location, and a VERY brief description (no more than 25 words). If there is a longer description, it can be posted on the web site and a link will be provided for the event. Contact information, if needed, will not be linked unless it is for a church employee.

## Save the Date

This section is reserved for events that are 6 to 8 weeks out. Their posting in Save The Date will last no more than 2 weeks. Events are limited to church events which happen at infrequent times (i.e. holiday party, summer picnic, annual meeting). Events should have a Title, Date, Time, and Location. They do not need to have a description, but if they do, it should be brief (no more than 20 words). No contact information is needed.

| August 2011 |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|
| S           | M  | T  | W  | T  | F  | S  |
|             | 1  | 2  | 3  | 4  | 5  | 6  |
| 7           | 8  | 9  | 10 | 11 | 12 | 13 |
| 14          | 15 | 16 | 17 | 18 | 19 | 20 |
| 21          | 22 | 23 | 24 | 25 | 26 | 27 |
| 28          | 29 | 30 | 31 |    |    |    |



= the day the E-mail is sent



= time frame for events listed under "This Week"



= time frame for events listed under "Upcoming Events"