

ATN Promotion Request Guidelines

Ministry leaders are responsible for requesting promotions of their ministries and events and for ensuring that the information about these ministries and events recorded in ATN's website is current and accurate.

Content Guidelines

To optimize your ministry communications via ATN's website, email blasts, or other means, you are encouraged to adhere to the following guidelines.

Why

- Your communication will likely be **scanned** rather than carefully read.
- Even so, only the **first portion** of your communications may be scanned or read
- Your communication will more and more likely be viewed on a **mobile device** rather than a desktop computer.
- Your goal is to **engage** people in what you have to tell them and potentially respond to your call to action.

How

- Less is more; make your points as concisely as possible.; eliminate unnecessary words, sentences
- If appropriate use a "read more" approach to link to additional content.
- Use bullet points rather than narrative
- Get straight to the point; make your most important point first
- Make any call to action very clear
- Use images (picture, graphic) to illustrate your message
- Write in your audience's language (avoid insider jargon)
- Use an active rather than a passive voice
- Use headings and subheadings in bigger fonts to navigate your reader

Request Submission Process

- The **Promotion Request Form** found on the ministry web page (allthingsnew.church/ministry) is to be used to both identify additions/updates to your ministry and event information in ATN's website and to request promotion of these ministries or events.
- You are asked to submit specific wording for, and any graphics or images you think might be appropriate, potentially providing additional materials related to the request via an email to **webmaster@allthingsnew.church**.
- Submit your request as early as possible, but no later than Tuesday of the first week you wish your information to be promoted; late submissions may not be able to be processed that week.
- Important: events must be attended by the person sponsoring that event.
- Members of ATN's communications team serve as an editorial board, meaning that the content (words, images) submitted as well as the promotion plan might be adjusted.
- You will be notified as to the disposition of your request.