

SAINT JAMES MARKETING TOOLKIT



SAINT JAMES PARISH
ARLINGTON HEIGHTS

2022-23

ST. JAMES PARISH MARKETING TOOLKIT 2022-23



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For Saint James sponsored Formation Groups, Faith Communities, and Apostolates.

This toolkit outlines what is available for use when a Saint James sponsored formation groups, faith communities, or apostolates want to market their events or put out general marketing.

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St. James Mission Statement: Be Disciples of Christ. Make Disciples of Christ.

Purpose of Saint James Proper and Affiliates Marketing:

Marketing is vital for the success of Saint James proper, formation groups, faith communities, and apostolates as they work to fulfill the mission of St. James and ultimately the mission of the church; to make disciples of all nations. All publicity (content) produced must work to fulfill the mission of the parish and the church more broadly.

There are four primary channels/mediums a group, community, or apostolate can market their respective events or messages using St. James marketing channels.

- St. James Social Media Channels (Facebook + Instagram)
- St. James Website
- Bulletin
- Mass Announcements

How To Begin a Publishing Request to St. James Marketing Channels:

Go to submit a ticket page (stjamesah.org/submit-a-request) on St. James website:

1. Ensure you are following the content creation rules and the marketing channel(s) you're requesting rules and guidelines
 - See "Creating Content Rules" section of this publicity toolkit
 - See "Guidelines and Rules for Posting to Parish Marketing Channels" section of this publicity toolkit and the corresponding channel
2. Open a New Ticket
 - Click on the blue button that says, "Open a New Ticket," in the upper right-hand corner.
3. Submit Your Details
 - Enter your contact details and select a help topic. After completing the required information, click "Create Ticket" to submit your request. You'll receive a confirmation email with your ticket number.
4. Track Your Ticket
 - To look up the status of your ticket, select "Check Ticket Status," on the homepage of the ticketing system.

If you have specific questions on publishing any content, reach out to these Saint James positions:

- Digital platforms (social platforms or website) reach out to the Director of Digital Evangelization
 - Mark Jacks: mjacks@stjamesah.org

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- Mass announcements reach out to both the Liturgy Assistant and Bulletin Editor:
 - Susan Chappell, Liturgy Assistant: schappell@stjamesah.org
 - Natalie Conseur, Bulletin Editor: nconseur@stjamesah.org
- Bulletin reach out to the Bulletin Editor: nconseur@stjamesah.org

Depending on what content you wish to publish, the above positions will work together with the submitter to ensure that your message is best matched to the medium requested to publish on.

Creating Content Rules:

When publishing any content to a platform listed above it is vital to ask these questions to ensure the content is relevant to a viewer and publishing appropriate to Saint James channels:

- *Is the content fulfilling the mission of St. James/mission of the church?
- *Is the content in line with Catholic Church teaching?
- *Is this content following brand guidelines? (See section titled: *brand guidelines*)
- *Does the content follow platform best practices?
- Does this content educate my prospective audience?
- Does this content entertain my prospective audience?

*These four points must be followed for any content that is created for publication on St. James proper marketing channels or *anyplace* St. James name is attached. If any piece of content fails to meet the four required points we will work with you to adjust the content accordingly.

If You Need Assistance Creating Content:

Reach out to the above positions for the channel desired to be published on. Come prepared with:

- If an event:
 - Provide dates, time, place, what's occurring, registration requirements, top 1-3 highlights occurring (e.g., speaker on a topic, music, food, drink, etc.).
- If a general message post:
 - Provide the content you would like to highlight.
- (Not Required) For either request provide samples from other publishers of what you are hoping the graphic will have in look and feel. The team will work with you to create a graphic that matches the desired feel and message and the platform that is being requested.

Guidelines and Rules for Posting to Parish Marketing Channels:

Use this section to understand how to submit content to a specific marketing channel once you start your ticket request.

Parish Social Media:

Facebook (FB):

Platform Summary:

Facebook is currently the largest social platform Saint James operates with 2,283 followers (as of September 2022). The platform reaches an audience that is a good representation of current parishioners that have leaned into what is occurring at the parish. The goal of this social channel is to inform followers about events or happenings that are occurring or have occurred at St. James as well as showcase the beauty of our Catholic faith.

How the Platform is Utilized:

- Event Promotion
- General Messaging

Publishing Placements Available for groups, communities, or apostolates:

- Newsfeed post
- Story

When submitting a request to publish to the platform, follow these content specs:

- Ratio of 1x1 (1080px x 1080px)
- Caption length of 125 characters or less (more than 125 is allowed, but will cause the caption to be truncated)
- JPG or PNG file type
- Links, if applicable

Publishing Request to FB Procedures:

- A group, community, or apostolate is allowed a post every two weeks on a first come first serve basis. This ensures there is enough publishing space for all groups, communities, or apostolates at St. James.
- Publication requests must be submitted 5 business days prior to the date you would like to have your content published. This ensures enough time is provided for any adjustments and is still able to be received and reviewed if submission is on a holiday and the parish office is closed.
- If you need assistance creating a piece of content, see "*If You Need Assistance Creating Content*" section above.
- Inclusion of Saint James brand assets in content is required (see section *brand guidelines*).
- If you have any questions reach out to the Director of Digital Evangelization.

Note: If your group, community, or apostolate has its own Facebook page let the Director of Digital Evangelization know so we can follow the respective page. If you would like to have a Facebook page for your group, community, or apostolate reach out to the Director of Digital Evangelization for assistance.

Instagram (IG):

Platform Summary:

Instagram is St. James' arm to engage those not affiliated or aware of the parish. The majority of people reached with St. James' content are not followers and thus not likely parishioners. The goal of this platform for St. James is to show the beauty of our Catholic faith through posts highlighting saints, Gospel passages, or liturgical happenings of the parish with St. James name attached to grow awareness of the parish. However, the platform does still have room to promote events in a story placement.

How the Platform is Utilized:

- General Messaging

When submitting a request to publish to the platform, follow these content specs:

- Ratio of 1x1 (1080px x 1080px)
- Caption length of 125 characters or less (more than 125 is allowed, but will cause the caption to be truncated)
- JPG or PNG file type
- Links, if applicable

Publishing Request to IG Procedures:

- Instagram is a visual and creative platform; it is vital that content that is published be eye catching for it to be seen and engaged by a viewer. Please work with the Director of Digital Evangelization to come up with a design for your post.
- A group, community, or apostolate is allowed a post every two weeks on a first come first serve basis. This ensures there is enough publishing space for all groups, communities, or apostolates at St. James.
- Publication requests must be submitted 5 business days prior to the date you would like to have your content published. This ensures enough time is provided for any adjustments and is still able to be received and reviewed if submission is on a holiday and the parish office is closed.
- If you need assistance creating a piece of content, see "*If You Need Assistance Creating Content*" section above.
- Inclusion of Saint James brand assets in content is required (see section *brand guidelines*).
- If you have any questions reach out to the Director of Digital Evangelization.

Note: If your group, community, or apostolate has its own Instagram page let the Director of Digital Evangelization know so we can follow the respective page. If you would like to have an Instagram page for your group, community, or apostolate reach out to the Director of Digital Evangelization for assistance.

Parish Website:

Platform Summary:

The St. James website is the 24/7 digital evangelist for the parish. The purpose of the site is to service current and prospective parishioners with information on what is occurring at the parish, who to contact to get involved in the parish, provide a visitor and parishioner with faith formation material curated by St. James. Ultimately, the purpose of the site is to more fully engage their role as disciples of Christ and to be sent out to make disciples of Christ.

How the Platform is Utilized:

- Event pages
- Information on who to contact to get involved with formation groups, faith communities, and apostolates

When submitting a graphic for an event page request, follow these content specs:

- Ratio of 16x9 (1920px x 1080px)
- JPG or PNG file type

When submitting a request to publish to the website:

- To update contact information
 - Provide updated information for your formation group, faith community, or apostolate
- To have an event landing page
 - Provide a short summary of the event 1-3 sentences. If needed reach out to Director of Digital Evangelization for assistance.
 - Dates, time, and location.
 - Registration requirements for attendees (name, email, phone number, etc.).

Publishing Request to Website Procedures:

- A group, community, or apostolate is allowed to request an event page three months prior to the day of their event.
- A request to update contact information for the lead of a group, community, or apostolate is allowed to be submitted as needed.
- If you need assistance creating a piece of content, see "*If You Need Assistance Creating Content*" section above.
- Inclusion of Saint James brand assets in content is required (see section *brand guidelines*).
- If you have any questions reach out to the Director of Digital Evangelization.

Parish Bulletin:

Platform Summary:

The bulletin is a printed communication published weekly and distributed in church on the weekends. Back issues of the bulletin live on our website in PDF form. The bulletin PDF is also emailed to subscribers each Friday.

How the Platform is Utilized:

The bulletin is a comprehensive source for news about St. James Parish and a great way to publicize your group, community, apostolate, program, or event.

When submitting a request to publish to the bulletin, follow these content specs:

- Your submission must be electronic. Hard-copy submissions cannot be accepted.
- When submitting, if there are any web links you would like active (in our online bulletin) please provide the full URL.
- A quarter-page size is 3.75 inches wide x 4.2 inches high OR a graphic with 1x1 ratio (i.e. 5x5 inches)
- A half-page size is 7.5 inches wide x 4.5 inches high
- A full-page size is 7.5 inches wide x 9.0 inches high
- JPG, PNG, or PDF file type for print-ready designs
- Microsoft Word file type for text only announcements

Publishing Request to Bulletin Procedures:

- All bulletin submissions will be reviewed by the Bulletin Editor who will determine if your submission is print ready. Should you need assistance in creating a design, the Editor can help.
- Submissions for the bulletin are due to the Bulletin Editor at 10am on the Monday prior to the date (5 business days prior) you wish to see your information in the bulletin. For example, if you want your submission included in the September 25 bulletin you'll need to submit by September 19. Holiday issues have earlier deadlines; please consult the Bulletin Editor. We are unable to accept late submissions.
- In general, a St. James group, community, or apostolate is allowed one appearance per month in the bulletin. There are exceptions, such as in the promotion of an upcoming event where weekly appearances may be feasible. Please discuss with the Bulletin Editor.
- Inclusion of Saint James brand assets in content is required (see section *brand guidelines*)

Parish Mass Announcements:

Platform Summary:

Announcements are made by our cantors prior to the start of each weekend mass and are intended to inform our community of parish news, liturgical events, and other opportunities to connect, learn, and serve at St. James. We are limited with time for announcements but will do our best to accommodate requests. A visual slide for the church screens typically accompanies announcements to reinforce key points (such as an event date) but is not required.

When submitting a request:

- Utilize the Parish Operations Request form for your submission:
<http://parishoperations.stjamesah.org/>
- Provide a short paragraph for the cantor to read with an approx. length of 20 seconds.
- Specify the preferred weekend date(s) for your announcement.
- Complete the form no later than 10 business days prior to the weekend you'd like your announcement to be read.

When submitting a graphic for the church screens, follow these steps and specs:

- Widescreen/Landscape format
- Ratio of 16x9 (1920px x 1080px)
- Limit the amount of text displayed to allow for large font sizes and better visibility in the church rear. A minimum font size of 25 is recommended.
- Include editable version of graphic when submitting (example: PowerPoint, Word, Google Slides)
- Submit your graphic at the time of your request by attaching your file within the above Parish Operations Request form.
- Include any links in the graphic. Link URLs will not be said by cantor.

Announcement Request Procedures:

- If design assistance is needed or to adapt a graphic from another platform, please reach out to our Bulletin Editor, Natalie Conseur at nconseur@stjamesah.org
- For questions regarding scheduling or wording, please reach out to both our Liturgy Assistant and Bulletin Editor:
 - Susan Chappell, Liturgy Assistant: schappell@stjamesah.org
 - Natalie Conseur, Bulletin Editor: nconseur@stjamesah.org
- Submitting requests at least 10 business days in advance allows time for us to work with you on revising graphics and to review wording and scheduling needs with our Liturgy Director & Staff.
- All submissions are subject to final approval by the Director of Liturgy.

Brand Guidelines

The fundamental purpose of branding is to easily identify the source (the brand) of a piece of content, product, or service. Branding builds memory structures for a viewer to keep the brand top-of-mind when a viewer is ready to take an action (e.g. come to mass, seek out information, dive deeper into formation, etc.).

A brand is made up of unique elements that make it distinct and stand out among its competitors and must be used in *any* marketing activity. Those elements are:

- Name
- Colors
- Logos
- Fonts
- Taglines
- Symbols
- Style

Saint James Parish actively uses five elements:

- *Name:* Saint James Parish Arlington Heights
- *Colors:* Navy Blue, Light Blue, and Red (see color section for specific color codes)
- *Logos:* St. James emblem and name – (reach out to Director of Digital Evangelization for a specific logo for groups, faith communities, or apostolates)
- *Fonts:* Futura (see font section for font name and download)
- *Taglines:* Be disciples of Christ. Make disciples of Christ.

St. James Brand Elements:

Primary Colors:

- Navy Blue (*See color swatches below for visual representation*):
 - #143257
 - C100% M84% Y39% K32%
- Red (*See color swatches below for visual representation*):
 - #e21f26
 - C5% M100% Y100% K0%
- Light Blue (*See color swatches below for visual representation*):
 - #a4c5e8
 - C34% M13% Y0% K0%

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Navy Blue



Red



Light Blue



Accent Colors:

- White:
 - #FFFFFF
- Black:
 - #000000

Fonts:

Reach out to Director of Digital Evangelization for downloadable files

Primary Font:

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

(This is the font this toolkit is typed in and what is used in the majority of marketing material)

All material in this toolkit is subject to change throughout the year. Saint James will provide an updated toolkit if an adjustment occurs.