



Unitarian Universalist Church of Santa Clarita

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Policy for Promotional Presentations During Worship Services

Purpose:

On occasion, there are special events considered integral to the life of the church, such as those intended to increase membership, raise funds, recruit volunteers, or boost attendance. Such events require participation by a large percentage of the congregation to ensure their success, and therefore, may be considered for advance notice to the congregation by means of a promotional presentation during worship services. Examples include the Harvest Dinner/Silent Auction, Garage Sale, Annual Pledge Drive, and Workshops for members. It is the intention of this policy that promotional presentations during worship services be given infrequently, in order to preserve the special nature of our worship time.

Policy:

Approval of a promotional presentation will be obtained from the Minister at least one week in advance. The Minister will be responsible for approving all presentations, scheduling the presentations, and communicating with all affected by the presentation.

The Worship Team, with consideration for the target audience, will determine where in the worship service a particular promotional presentation may appear.

There will be a limit of no more than two promotional presentations for any one event.

A promotional presentation may be given by either an individual or a group.

The most effective presentations:

- 1) are brief, preferably no longer than 2 minutes
- 2) must portray a positive, welcoming image of the church
- 3) avoid references that a visitor would not understand, such as acronyms
- 4) may include creative elements, such as music, skits, poetry, art, and/or audiovisual programming.

Questions or concerns about this policy should be directed to the Board of Trustees.

Approved:

Date: