



# SAINT PAUL CHURCH

## MARKETING PATHWAYS

How Your Event is Supported & Shared at Saint Paul

June 2026

**BUILDING A LEGACY OF FAITH THROUGH INTENTIONAL COMMUNICATION**

# Why Marketing Pathways Matter

Every event matters - we align the strategy with the reach.

Every ministry plays a vital role in building a legacy of faith. As we serve together, our communication should reflect both excellence and intentionality.

Marketing support is not one-size-fits-all. It is shaped by who we are trying to reach and how far the message needs to go. This guide helps servant leaders understand what to expect and how we can best support each event.

## 01 Focused Reach

Start with your people

## 02 Ministry Growth

Grow Your Ministry

## 03 Churchwide Engagement

Bring the Church Together

## 04 Community Impact

Reach Beyond Our Walls

How Pathways are determined: target audience, expected attendance or reach, alignment with church mission and initiatives, and lead time provided.

# Choose Your Pathway

A quick look at each level of support.

## Focused Reach

Ministry-specific | Smaller audience

Focused Reach events are designed for a specific ministry, team, or small group. These gatherings are primarily about connection, coordination, or fellowship within an already defined audience - not broad promotion. Examples: volunteer meetings, team meetings, or trainings, recurring Bible studies or gatherings.

## Ministry Growth

Mid-size | Targeted groups

Ministry growth events designed to build participation within a specific ministry or demographic. These events aim to expand reach within a targeted group and encourage deeper engagement. Examples: Men's or Women's Conference, Young Adult Worship Night.

## Churchwide Engagement

Large internal audience

Churchwide Engagement events are designed for a large portion - or all - of the church family. These moments bring the body together for shared experiences, fellowship, or spiritual growth. Examples: Church Anniversary, church-hosted conferences, special services, or ministry-wide initiatives.

## Community Impact

Outreach-focused | External reach

Community Impact events are designed to reach beyond the church and engage the broader community. These events often carry an evangelistic or outreach focus and require intentional, extended promotion. Examples: Fall/Harvest Fest, Resurrection Sunday or major holiday events, and citywide initiatives.

# What to Expect

How your event is supported and shared at Saint Paul.

Pathway	Primary Reach	Common Support	Goal
Focused Reach	Ministry-specific / smaller audience	Website calendar Social media mention Targeted text/email Optional flyer	Awareness within your audience
Ministry Growth	Mid-size / targeted groups	Event page on website Social media promotion Targeted emails/texts Video announcement as timing allows Digital/print flyers	Strong participation
Churchwide Engagement	Large internal audience	Social media campaign Video announcements + pulpit mention Full church email/text Website feature Lobby presence	Bold church engagement
Community Impact	Outreach-focused / external reach	Full marketing support Extended promotion timeline Community outreach strategies High-frequency promotion Strong in-service visibility	Impact beyond Saint Paul

# What We Need From You

How to support our marketing efforts.

## Plan Ahead for Greater Impact

- More reach requires more lead time
- Last-minute requests limit promotion options
- Early submission allows for stronger campaigns

## Gather the Details

- Event title + clear description
- Date, time, and location
- Target audience
- Registration link, if applicable - this will usually be created in-house unless you are partnering with an outside organization that already has a registration link
- Any required deadlines

## Optional, But Helpful

- Photos or visuals
- Short promo language, if you have it

## Flexibility in Execution of Marketing Paths

Please note: While we aim to support every event fully, placement in pulpit announcements, video announcements, and text messages is based on timing, service flow, and overall church priorities.

## Planning Timeline

Lead time is based on when the promotion begins - not the event date.

Earlier planning creates greater opportunity for impact. The earlier the request is submitted, the stronger and more effective the overall campaign can be.

Pathway	Recommended Lead Time	Why It Matters
Focused Reach	2-3 weeks in advance	Allows time to prepare basic communication and direct ministry reminders.
Ministry Growth	3-4 weeks in advance	Allows coordinated communication through social media, email, and in-service announcements when possible.
Churchwide Engagement	4-6 weeks in advance	Supports broader promotion across multiple platforms and consistent visibility to the full church body.
Community Impact	6-12+ weeks in advance	Provides time for extended planning, external promotion, and strategic communication beyond the church.

**Late submissions may limit pulpit mentions, video announcements, or a full campaign rollout.**

# Additional Marketing Efforts From Us

We are not reducing promotion. We are strengthening it.

## Scan & See What's Coming

At the end of the Sunday video announcements, a QR code will link directly to a full list of upcoming events.

- No more trying to catch every announcement
- Everything in one place, updated regularly

## This Month/Upcoming at Saint Paul Email

A centralized monthly email will highlight key events, opportunities, and ministry updates.

- Easy to forward to family and friends
- Great for planning ahead

## This Month/Upcoming at Saint Paul Text

Quick monthly updates with key dates, major events, reminders, and a link to more information.

## Share the Story: Photos & Recaps

Ministries can upload photos [saintpaulsac.org/photos](http://saintpaulsac.org/photos)

- Helps us celebrate what God is doing across ministries
- Provides content for social media and recaps
- Allows your event to live beyond the moment

**WE'RE NOT REDUCING PROMOTION. WE'RE STRENGTHENING IT.**

# Designing Event Graphics

Why we are discouraging AI graphics for ministry events.

AI is a helpful tool, but for ministry event graphics that need public promotion, we ask leaders to limit its use for a few key reasons:

## Brand Consistency

- AI design software does not match Saint Paul's look and feel, which affects unity across ministries.

## Editing Challenges

- Files are usually not editable, making it hard to resize, update, or repurpose.

## Generic Appearance

- Many AI-generated graphics look similar, and as more ministries use AI, the content stands out less.

## Clarity & Readability

- Layouts, fonts, and spacing can make information harder to read and follow.

## Added Time for Rework

- Graphic often needs to be recreated, which slows down promotion.

If you create a graphic and our team redesigns it, please do not be offended. We will do our best to learn and incorporate your vision while also protecting Saint Paul's overall brand, clarity, and consistency.

# Marketing Quick Guide

Choose your pathway. Check your timing. Submit early.

## Choose Your Pathway

- Focused Reach: start with your people
- Ministry Growth: grow your ministry
- Churchwide Engagement: bring the church together
- Community Impact: reach beyond our walls

## Quick Self-Check

- Primarily my ministry -> Focused Reach
- A specific group -> Ministry Growth
- Most of the church -> Churchwide Engagement
- The community -> Community Impact

## Marketing Timeline

- Focused Reach: 2-3 weeks
- Ministry Growth: 3-4 weeks
- Churchwide Engagement: 4-6 weeks
- Community Impact: 6-12+ weeks

Important: Lead time is based on when the promotion begins - not your event date.

**Every event is supported. We simply match the strategy to the reach.**

**Submit your request at  
[saintpaulsac.org/marketing](http://saintpaulsac.org/marketing) or scan the QR  
code below.**

