

**St. Thomas a'Becket Catholic Church**  
Operating Policies and Procedures

<b>Policy Title</b>	<b>Advertising for Events or Parish Organizations</b>
<b>Policy Owner</b>	<b>Stewardship Commission</b>

<b>Purpose</b>
The purpose of this policy is to set forth the rules and requirements for Parish approved organizations to advertise either their organization or events sponsored by their organization. This policy is implemented to ensure the church property, interior and exterior is maintained at a level of dignity appropriate for a Catholic parish, and that parishioners can feel free to enter and leave Parish property without being approached by individuals advertising events or organizations. The intent of the policy is also to reduce paper and printing costs, and the resultant housekeeping associated with mass distribution of paper documents.

<b>Policy</b>
<p><b>General</b></p> <ul style="list-style-type: none"><li>• Advertising may only be conducted by, and for, Parish approved organizations.</li><li>• Active mass distribution of flyers by individuals, either inside or outside the Parish building, is not allowed.</li></ul>
<p><b>Chancellor</b></p> <ul style="list-style-type: none"><li>• The Chancellor is the primary tool to be used to advertise Parish events of Parish approved organizations. The hard-copy Chancellor is available prior to Mass on Saturday and remains on the credenzas in the Welcoming Area throughout the following week. Additionally, a copy of the Chancellor is posted on the Parish website prior to Saturday Mass.</li><li>• Chancellor articles or advertising related to this policy are to be submitted to the Chancellor editor (<a href="mailto:barb.palazzolo@abecket.org">barb.palazzolo@abecket.org</a>) no later than 5:00 PM on the Monday preceding the weekend the article/ad is to run. Articles/ads for Holyday issues (Christmas, Easter, etc.) must be submitted at least 10 working days in advance of the weekend they are to appear in the Chancellor. The Chancellor editor will attempt to honor location and space requests for articles/ads; however, other events and space requirements may require her to, at her discretion, reduce the size of the article or place it elsewhere in the Chancellor on a "best fit" basis. (Our contract with the bulletin publisher limits us to 13 pages.) Event articles/ads may only appear in the Chancellor a maximum of three weekends (they need not be consecutive), however requests for additional publication weekends may be honored on a space available basis.</li></ul>
<p><b>Gathering/Welcoming Area</b></p> <ul style="list-style-type: none"><li>• Advertising may be conducted using tables and/or easels in the Welcoming Area, however these tables and/or easels must be situated East of an imaginary line drawn between the main entry doors. Advertisers must remain behind this imaginary line and</li></ul>

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may not approach parishioners as they enter or leave church.

- Advertising media (banners, posters, etc.), other than items directly associated with the advertising being conducted, may not be attached to any of the walls or windows in the Welcoming Area. Exceptions to this rule are granted to the Religious Education Program and the Parish Youth Ministry to advise people of last minute class/program cancellations or meeting location changes.
- An event may have a table in the Welcoming Area for a maximum of three weekends (they need not be consecutive). An exemption to this rule is granted the Youth Ministry's World Youth Day Calendar raffle.
- The Parish Office Manager must be notified by the organization requesting space in the Welcoming Area.
- A request for a tables, chairs, or easels must be sent to the Parish Maintenance Supervisor ([rick.stpeter@abecket.org](mailto:rick.stpeter@abecket.org)).
- Displays must be dismantled after 12:00 Mass on Sunday. Tables will be removed prior to the start of Religious Ed. Classes on Monday.
- "Drop off" advertising placed on the credenzas in the Welcoming Area is not allowed. The credenzas are reserved for the Chancellor, children's papers, missionary envelopes, Parish contribution envelopes, and Vicariate and Michigan Catholic newspapers. Any other items placed on the credenzas will be removed.

#### **Monitors**

- The monitors in the Welcoming Area are used only to visually display events already published in the Chancellor.
- Any other use of these monitors requires the approval of the Stewardship Commission.

#### **Parish Website**

- Event advertising on the Parish website ([www.abecket.org](http://www.abecket.org)) is extracted from information contained in the Chancellor, and placed in the Upcoming Events section of the website.
- Any other advertising on the website must be approved by the Stewardship Commission.

#### **Pulpit Announcements**

- Pulpit announcement of an event will only be allowed for two weekends prior to the event.
- Reminders of regularly scheduled meetings of Parish organizations will not be included in the announcements. This information is available in the Chancellor and on the website.

### **Definitions**

**Flyer** – Any paper document describing an event or organization that is intended to be provided to parishioners.

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**Active Mass Distribution** – Physically handing a flyer or other advertising document to parishioners at they enter or leave church, or church property.

**Parish Approved Organization** - Any organization listed on the Parish Commission organization chart. Ad hoc committees or groups created to plan and execute a parish sponsored event (New Year's Eve party, St. Patrick's Day party, etc.) are considered approved organizations for the purpose of this policy.

Date	Changes Made
10/15/09	Approved by Finance Committee / Stewardship Commission
10/30/09	Format changed and items added / Approved by Finance Committee / Stewardship Commission