



"TRANSFORMED PEOPLE, TRANSFORMING THE WORLD"
MATTHEW 28:18-20

DATE: May 30, 2024
TO: Allen Temple Cluster and Ministry Leaders
CC: Pastor Jacqueline A. Thompson
FROM: Reverend Charlotte Williams, Minister & Director of Communications
RE: **Submission of Strategies for God's Mission Requests - May 2024 Update**

Dear Co-Laborers,

The following is the procedure for the submission of Strategies for God's Mission requests for consideration and approval.

- **All Strategies must be submitted no later than Wednesday at 5:00pm for consideration for inclusion in communications vehicles** (website, e-newsletter, and social media channels). Requests are accepted by email only and are to be sent to Rev. Charlotte Williams, Minister and Director of Communications, at cwilliams@allen-temple.org
- All ministry specific special event submissions must have the approval of your Cluster Leaders and confirmation on the Church Master Calendar or they will be returned pending approval.
- Strategies for God's Mission submissions are to include specific details on the event (date, time, location, purpose of event, images to be used, contact name(s), telephone number and e-mail address).
- Our multiple communications vehicles available to your ministry to publicize ministry-specific events help ensure that you reach the widest audience possible.
- **Collateral (Images)**
 - Note that all images *must* include the following information or will be returned for revision:
 - Both Pastors' names (Dr. Jacqueline A. Thompson, Senior Pastor; Dr. J. Alfred Smith, Sr., Pastor Emeritus)
 - The Church Address (8501 International Boulevard, Oakland, CA 94621)
 - The Church Main Telephone Number (510-544-8910)
 - The Church Website Address (www.Allen-Temple.org)
 - The Church Logo (Rev. Williams can provide the logo)
 - Social Media Details (Facebook / Instagram / YouTube – Allen Temple Baptist Church)

8501 INTERNATIONAL BOULEVARD · OAKLAND, CA 94621
(510) 544-8910 · FAX (510) 544-8918 · WWW.ALLEN-TEMPLE.ORG

Rev. Dr. Jacqueline A. Thompson
SENIOR PASTOR

Deacon Kendra Roberts-McClure
DEACONS MINISTRY

Mrs. Beverly Randolph-Meeks
TRUSTEE MINISTRY

Dr. J. Alfred Smith, Sr.
PASTOR EMERITUS

Deaconess S. Jamila Buckner
DEACONESS MINISTRY

Mrs. Lynelle Lewis
CHURCH CLERK

ALLEN TEMPLE BAPTIST CHURCH
SUBMISSION OF STRATEGIES FOR GOD'S MISSION MAY 2024 UPDATE
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Rev. Williams can recommend a graphic designer that is familiar with our requirements. Graphic design fees come from your Ministry budget.

Rev. Williams can also provide support to members of your ministry who are versed in using Canva (free software) to design collateral that meets our requirements.

- **Images** are to be submitted in JPEG or PNG format with the following sizing requirements by communications vehicle (the first three sizes are required; the fourth is optional).
 - Video: Minimum of 300dpi, and at a size of 1920x1080
 - Website Homepage: Minimum of 300dpi, and at a size of 800x388 (please note that there are a fixed number of slots on the website homepage; all events cannot be simultaneously displayed)
 - E-Newsletter/Facebook/Instagram: Minimum of 300dpi, and at a size of 1080x1080
 - *Optional:* Facebook & Instagram Stories: Minimum of 300dpi, and at a size of 1080x1920
- **Online Events:** If you wish to hold your event via Zoom, you must schedule usage of the Church Zoom account with Rev. Williams prior to publicizing your event. Each ministry should have at a minimum of one (preferably two) persons who can manage the Zoom session as the Communications team will pass host permissions prior to the start of the meeting. Our IT Ministry has prepared an [excellent training on how to manage Zoom meetings](#).
- **Run Times:** The standard practice for Strategies for God's Mission run times are as follows:
 - Four weeks prior to the event for the e-newsletter, website, and social media
 - Three Sundays prior to the event (event Sunday inclusive if the event occurs on a Sunday) for the in-worship and online Strategies videos.
- Rev. Williams will place all Strategies accordingly according to their vehicle, space permitting (weekly e-newsletter, website, video, and social media outlets).
- *Any request received after the Wednesday 5:00pm deadline will be held for the next week.*
- Pulpit emphasis requests are made at the discretion of the Office of the Pastor.
- External advertising is a highly recommended and excellent way to promote your events to the Greater Bay Area; *do not solely rely upon the Church's internal communications vehicles for publicity*. Rev. Williams is available to consult and guide your ministry on selecting appropriate channels that will fit with your ministry and event budget.