

## Guidelines for “In the Know” Weekly Email

**Email to:** [intheknow@uuannapolis.org](mailto:intheknow@uuannapolis.org)

**Contact:** Michele Reese

**Deadline for submissions:** Mondays at noon

The **purpose** of *In the Know* is to communicate accurate, timely information regarding church activities.

**Weekly Events:** Any event from Wednesday (the day the email is sent) to the following Wednesday. Events should have a title, date, time, location, contact information, and a brief description (no more than 50 words). If there is a longer description, a link can be provided to a website or flier.

**Example:**

Mindfulness Practice Group – Dharma discussion

When: Thursday, May 6, 7:00 – 8:30 PM

Where: Sanctuary

What: Join the MPG for silent meditation followed by discussion.

Contact: Mary Smith; [msmith@gmail.com](mailto:msmith@gmail.com)

**Announcements:** Announcements will run for two weeks and are limited to notices only. Events will not be posted in this section. Announcements should have a title and a brief description (no more than 50 words). An **example** of an announcement would be “the Endowment Board is seeking grant proposals – check out our table in the narthex for an application and guidelines”. Special church fundraisers or other similar announcements may run for longer periods of time, but those will be at the discretion of the administrative team.

**Upcoming Events:** Events in this category fall in the two-week out period (see calendar example below) and are *out-of-the-ordinary events*. A regular meeting of a church program will not be publicized in the Upcoming Events section... unless there is a special agenda for that evening (see the MPG example below). Upcoming Events should have a title, date, time, location, contact information and VERY brief description. If there is a longer description, a link can be provided to a website or flier.

**Example:**

MPG Book Signing with Brad Warner

When: Thursday, April 12, 7:00 – 9:00 PM

Where: Sanctuary

What: Brad Warner joins the MPG to discuss his latest publication.

[Click here](#) for more information.

Contact: Mary Smith; [msmith@gmail.com](mailto:msmith@gmail.com)

**Save the Date:** Events in this category fall in the two to six-week out period (see calendar example below). Again, regular meetings of church programs will not be

publicized here. Save the Dates are limited to church events that happen at infrequent times (i.e. seder, stone soup). Events should have a title, date, time and location.

**Example:**

MPG Day of Mindfulness

When: Saturday, August 10, 10:00 AM – 4:00 PM

Where: Sanctuary

What: Join the MPG for a Day of ‘Mindfulness and the Arts’. Bring a bag lunch or a vegetarian dish to share.

Contact: Mary Smith; [msmith@gmail.com](mailto:msmith@gmail.com)

- Weekly Events
- Upcoming Events
- Save the Dates

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

As you can see from the examples, while all 3 are from the same “church program”, each fits into a different category of *In the Know*. One is a regularly-scheduled meeting, one is at the regular meeting time but is a special program, and the third is a special event that only occurs a few times a year.