

# **Chancel Choir Communications**

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## **Mission**

It is the mission of the Manchester United Methodist Church Chancel Choir communications program to support the growth, worship and outreach activities of the choir through regular and timely contact that will inform, educate and notify members of the choir while building an overall sense of community and caring among its membership.

## **Strategies**

Maintain ongoing knowledge of the Chancel Choir rehearsals, events, news, and the well being of its member through timely notification.

Develop a sense of community for members of the Chancel Choir through distribution of consistent messages that support the choir's mission.

## **Tactics**

### ***Email Update***

Distributed through mass distribution email list server, the email update is a one-way communications vehicle to provide the choir with timely and important updates as needed to announce programming schedules and changes, current and recent news about and of interest to the Chancel Choir, and cares and concerns that includes information about the health and welfare of choir members and activities of interest to the choir family.

### ***Chancel Times***

A printed newsletter distributed to choir members by mail, the *Chancel Times* is the primary publication of record for the Chancel Choir providing a method of communicating programming details, coverage of events, communication from the director and officers, and information about the activities of the choir and its members. The *Chancel Times* is published as needed to support the mission and programming of the choir.

### ***Web Site***

The Chancel Choir Web site serves as a centralized repository of information about the Chancel Choir and functions as an external outreach for the choir. The Web site includes basic information about the choir for potential new members and interested members of the public, as well as directories, archival materials, notes and other information for its members. These materials are protected by password and other security measures. The Chancel Choir Web site is accessibly through the following URLs:

[www.mumcchancelchoir.org](http://www.mumcchancelchoir.org)  
[www.mumchancelchoir.org](http://www.mumchancelchoir.org)  
[www.chancelchoir.org](http://www.chancelchoir.org)  
[www.chancelchoir.com](http://www.chancelchoir.com)

## Operational Guidelines

### ***Email Announcement Guidelines***

From time to time we get requests to send out email messages to the choir soliciting contributions, donations and purchases. We also get requests to announce various programs, concerts and events. As you can imagine, with many choir members and their families active in charities, social service organizations, schools, direct sales, and freelance and individual professional businesses, the possibilities for these messages are significant.

In 2003 the Chancel Choir officers arrived at an informal policy to focus the choir email updates on the choir and its activities while supporting the church. The officers wanted people to welcome the email messages from the choir and not feel they were being spammed with unrelated information every time they received one. The guidelines state that:

- We only promote those charitable events that are sponsored by our church and turn down advertising and promotional requests from both choir members and outside groups.
- We do not promote any commercial ventures, businesses, or individual sales.
- We do list musical and cultural events in which choir members participate and sometimes list cultural events in the area that Kevin believes choir members would benefit from attending.
- Our intent is to focus our communications on keeping the choir informed, expanding our talents and abilities in the music ministry, furthering the choir's community outreach activities, and assisting the church in reaching the choir with church related information.

### ***Email Cares and Concerns Guidelines***

To keep the Chancel Choir family informed and maintain our sense of community, we provide information by email about deaths, medical emergencies, and family crisis.

- Situations involving choir members and their immediate family, defined as parents and children, are provided to the choir immediately by email as soon as information becomes available. Ongoing situations involving choir members and their immediate families will be updated as immediately as they unfold.
- Situations involving "immediate extended" family members, defined as adult children, grandchildren, and siblings, are provided in the next scheduled email update or as appropriate for the situation.
- Situations involving "extended" family members, defined as adult siblings, cousins, in-laws, rich uncles, etc., will be included in the weekly rehearsal guide distributed at each rehearsal.

These informal guidelines are followed to inform the choir while keeping our email updates both welcomed and limited. Our best flexibility and judgment will be used in each situation. We also defer to the wishes of the family in determining how much or

how little is communicated to the choir, but our intent is to keep the choir informed about its members and provide support and prayers to its family members. Choir members should provide complete information about Cares and Concerns as quickly as you learn them to Gary Ford either by email at [garyford@fordcom.net](mailto:garyford@fordcom.net) or by phone to 636-227-5749.