

Epworth United Methodist Church Electronic Sign Policy

Revision: Original
Date: 25 April 2023

An electronic sign would play a significant role in one's first impression of Epworth United Methodist Church as one passes by the sign on Holland Glade Road. Any and all messaging that is placed on the sign shall be clear, easily read, and of high quality.

The types of messaging allowed to be displayed on the electronic sign includes:

- Ecumenical messages, scripture
- Announcements (events, activities, cancellations, instructions)
- Epworth Pre-School messages
- Boys and Girls Club messages
- Membership growth and marketing messages

The types of messaging that is prohibited to be displayed on the electronic sign includes:

- Political endorsements
- Commercial advertising

Any messaging not identified in this Epworth Electronic Sign Policy shall be approved by the Governing Board prior to being displayed on the electronic sign.

All messaging displayed on the electronic sign shall be approved by the Pastor Community and Communications.

The Epworth United Methodist Church Governing Board shall periodically review the use and resulting benefits of the electronic sign.

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Epworth Digital Sign Process

- Office Manager (primarily planning/scheduling/review) and Pastor of Community & Communications (primarily content creation and review) in charge of all content creation/scheduling
 - We will create two weekly screen packages and modify them throughout the year
 - Monday-Thursday package will be different from Friday-Sunday package
 - We will plan a month in advance, correlating sign content with website/bulletin content
 - We will upload packages NLT a week in advance
 - Short-notice additions/deletions and corrections as necessary
- 30 seconds to 1 minute turnover per screen
- Run from 7 am to 9 pm (maybe 10 pm)
- Graphics as icons (typically blank/high-contrast colors)
- 3-5 words per line/4 lines of text (Arial Font), typically Title Cap (each word capitalized)
- Use cuts for all transitions
- Add Date/Time/Temperature (if possible)?
- We will not run filler screens (jokes and memes)

We will use the following screens/rotation plan:

1. Epworth Office and Worship Times
 - a. Eight Worship Series annually
 - b. Weekly Theme/key verse (theme screen)
 - c. Upcoming and day-of Special Sundays
2. Epworth Preschool Times/Contact and special events (Unique Day of Event)
3. Boys & Girls Club Times/Contact and special events (Unique Day of Event)
4. Epworth Skate Park general info and special events (Unique Day of Event)
5. Food Ministries
 - a. Thursday: Donations/Pickup 2-4 pm
 - b. Tuesday: Donations/Pickup 10 am to noon (and J1 Supper – summer)
 - c. Sunday: Pickup noon to 2 pm and Lunch 1-3 pm
6. All special worship services and events/fundraisers
 - a. 2-week advance for events/concerts
 - b. 4-week advance for tickets/reservations, Christmas Eve, Easter, VBS
 - c. Unique Day of Event screen
7. All rentals/events
 - a. 2-week advance
 - b. Unique Day of Event screen (Welcome/Congratulations)
8. Special Parking Instructions during Schell Village Days in December
9. Special Thank you's and Congratulations (church members, groups)
 - a. Featured Epworth Group each week/month
 - i. Pastors and Staff
 - ii. Musicians
 - iii. Tech Team

- iv. Ushers/Greeters
- v. Leadership Team
- vi. Youth Group
- vii. Group Leaders/Facilitators
- viii. Food Ministry Teams (Intake, Rescue, Kitchen, Good Sam)
- ix. Daily Office Volunteers
- b. Welcome New Members
- c. Member and Group Milestones
- d. Weddings/Funerals (congratulations and condolence screens)
- 10. [Commemorative Months](#), Holidays, and Special Days (including Vote on Election Days, Local, State, and National, and disasters (prayer and giving options))
 - a. January
 - i. National Mentoring Month
 - ii. Slavery And Human Trafficking Prevention Month
 - iii. National Blood Donor Month
 - iv. Polar Bear Swim/Special Olympics
 - v. New Years Day
 - vi. Human Trafficking Awareness Day
 - vii. Martin Luther King, Jr. Day
 - viii. UMC - HUMAN RELATIONS DAY
 - b. February
 - i. Black History Month
 - ii. Presidents' Day
 - c. March
 - i. Women's History Month
 - ii. Multiple Sclerosis Awareness Month
 - iii. National Cerebral Palsy Awareness Month
 - iv. UMC - UMCOR SUNDAY
 - v. World Day of Prayer
 - vi. DST Begins
 - d. April
 - i. Autism Awareness Month
 - ii. Black Women's History Month
 - iii. Asian Pacific American Heritage Month
 - iv. National Child Abuse Prevention Month
 - v. National Deaf History Month
 - vi. National Volunteer Month
 - vii. Sexual Assault Awareness Month
 - viii. Earth Day
 - ix. World Malaria Day
 - x. UMC - NATIVE AMERICAN MINISTRIES SUNDAY
 - e. May
 - i. Cystic Fibrosis Month
 - ii. National Foster Care Month

- iii. Jewish American Heritage Month
 - iv. Older Americans Month
 - v. Congratulations Graduates
 - vi. Older Adult Recognition Day
 - vii. May Friendship Day
 - viii. National Day of Prayer
 - ix. May the Fourth be With You
 - x. Cinco de Mayo
 - xi. Mother's Day
 - xii. Heritage Sunday
 - xiii. Memorial Day
 - xiv. UMC – PEACE WITH JUSTICE SUNDAY
- f. June
- i. LGBTQ Pride Month
 - ii. National PTSD Awareness Month
 - iii. Fathers' Day
 - iv. Juneteenth
 - v. Wear Orange Day/Sunday – National Gun Violence Awareness Day
 - vi. UMC – PEACE WITH JUSTICE SUNDAY
- g. July
- i. National Ice Cream Month
 - ii. National Picnic Month
 - iii. Independence Day
- h. August
- i. Arr-gust: International Pirate Month
 - ii. National Immunization Awareness Month
 - iii. National Golf Month
 - iv. Romance Awareness Month
- i. September
- i. National Deaf Awareness Month
 - ii. National Hispanic Heritage Month
 - iii. National Suicide Prevention Awareness Month
 - iv. Back to School/School Bus Safety
 - v. Labor Day
 - vi. Nanticoke Indian Powwow
- j. October
- i. Breast Cancer Awareness Month
 - ii. National Domestic Violence Awareness Month
 - iii. National Pastor Appreciation Month
 - iv. Eat Better, Eat Together Month
 - v. UMC - WORLD COMMUNION SUNDAY
 - vi. Columbus Day - Indigenous Peoples' Day
 - vii. Laity Sunday
 - viii. Children's Sabbath (Children's Defense Fund)

ix. Sea Witch Halloween & Fiddler's Festival in Rehoboth Beach

k. November

- i. National Adoption Awareness Month
- ii. National Diabetes Month
- iii. Native American Indian/Alaska Native Heritage Month
- iv. National Alzheimer's Disease Month
- v. Family Stories Month
- vi. DST Ends
- vii. All Saints Day
- viii. Veterans Day
- ix. Thanksgiving
- x. UMC – STUDENT DAY

l. December

- i. Write a Friend Month
- ii. Spiritual Literacy Month
- iii. Advent Season
- iv. World AIDS Day
- v. Blue Christmas
- vi. Christmas Eve
- vii. Christmas Day
- viii. New Years Eve