

10. COMMUNICATIONS

10.1 SOCIAL MEDIA

Congregation Website: firstunitarianottawa.ca

Facebook: [First Unitarian Congregation of Ottawa, fUUd for Thought](#)

Instagram: firstuottawa

Twitter: @UUOttawa

Please join/friend/follow as many of these as possible!

10.2 PUBLICATIONS

We encourage anyone with the ability to receive publications by email to do so as it is more economical and ecological.

10.2.1 The Getting Connected Brochure

Go to the publications page on the website and download a copy, or contact the office

10.2.2 Lifespan Learning Guide

Printed twice per year, the LL Guide is available here:

<https://www.firstunitarianottawa.ca/publications.html>

There are limited hardcopies available in the church.

If you wish to submit an item for a future version, please contact

adultlearning@firstunitarianottawa.ca

10.2.3 Member Directory

Obtain a copy from the Main Office. Directories are updated quarterly, if necessary.

To be included in the next Directory, you must be either a member or a Non-Member, Active. (Formerly 'friend' designation). Submit your name and contact information to the office, and ensure you have filled out a permission form.

There are many FirstU Ottawa brochures available in the church including Religious Exploration, Stewardship, Welcome. They are located in the west lobby.

Governing documents and selected policies can be found on the website at

<https://www.firstunitarianottawa.ca/governing-documents.html>

10.2.4 The Weekly e-UU Bulletin

This is an electronic communication tool which provides another opportunity to share information on upcoming events and activities.

- To put information in the *e-UU Bulletin* provide a written submission to publications@firstunitarianottawa.ca or deliver to the office by **Wednesday at noon**
- The maximum word count for notices is 80 words.
- Announcements will be put in the bulletin for a maximum of three weeks so the requested dates should be included in your submission.

10.2.5 The Sunday Communiqué

This Communiqué is included in the Sunday Service Program and provides a weekly calendar of upcoming events and announcements.

- To put information in *the Communiqué*, provide a written submission to publications@firstunitarianottawa.ca or deliver to the office by Wednesday at 4:00 pm for the following Sunday service.
- The maximum word count for notices is 80 words
- Given the number and diversity of activities as well as the time constraints in services, announcements are shared through the *Sunday Communiqué*.
- Announcements will be put in *the Communiqué* for a maximum of three weeks so the requested dates should be included in your submission.

10.2.6 The Parkway Spire

This newsletter is published quarterly: December, March, June, September. It is distributed both electronically and in hardcopy to members and friends of the congregation (circulation approx. 550). It publishes articles of interest to the congregation – it does not accept announcements which go in the *eUU Weekly Bulletin* instead.

- To put an article in *the Spire* please send an email to spire@firstunitarianottawa.com
- The maximum word count for articles is 450 words with feature articles up to 900 words
- If you would like to receive the *Spire* you can find it online [here](#), or ask at the Welcome Table at the back of Worship Hall after a Sunday service. If you are a congregant in good standing, it's free; if not, you will receive a complimentary copy for three months.

10.2.7 Board Announcements for Sunday Service

Announcements must be submitted to the office by Friday, NOON

The Board representative *may* make announcements:

- that were unable to be included in the Communiqué
- where there have been changes in time/place from the information provided in the Communiqué
- when there is a specific appeal for congregants to assist in special events
- to briefly refer to events taking place following the service (before congregants return home and then read their Communiqué).
- when the event is deemed to be a major significance in the opinion of the Board member.

10.3 FIRSTU BRANDING

10.3.1 What Is Branding?

- Process by which an organization establishes a differentiated and significant presence in the community.
- The process makes use of branding elements to achieve these goals through consistent appearance and messaging.
- Needs to be applied consistently in all communications materials.

10.3.2 Branding Elements (1)

- The “Elevator Pitch”:

“We are a welcoming, supportive and inclusive community, spiritually grounded in our Unitarian Principles, and inspired by the wisdom of many religions and traditions. Celebrating our diversity, and sharing our search for truth and meaning, we work to create a just, compassionate, and sustainable world.”

10.3.3 Branding Elements (2)

- Accent Colour Standard - characteristics

Pantone 7720

Cyan: 89% Magenta: 0% Yellow: 45% Black(K):60%

Red: 0 Green: 99 Blue: 91



Refreshed Logo

- Text Standardization
Sans Serif Font (Calibri, Verdana, Gotham)



FIRST UNITARIAN
CONGREGATION OF OTTAWA

New Short Form Title

FirstU



FIRST UNITARIAN
CONGREGATION OF OTTAWA

10.4 CONGREGATION LETTERHEAD

If letterhead is necessary, please contact the office. A copy of all letters sent on congregation letterhead **must** be retained by the office.

10.5 BULLETIN BOARDS AND POSTERS

There are various Bulletin Boards around the Church to provide opportunities to sign up for and advertise events and activities. Please check with the related committee (if there is one) before posting.

West Lobby

On Worship closet door	Music events happening outside the church
Wall leading to Music Office	Sunday worship volunteer schedule, Meditation Gardens
By Washroom	Our music notices and events
Outside Office	Office hours and notices
Outside Office	Board Minutes
By Lounge	3 boards that can be reserved by committees on a per-month basis.

Fellowship Hall

To left of entrance	Board of Directors, and special interest notices from outside (USC, etc)
Bookshelf cabinet doors	Not currently used
Left of bookshelf cabinet	Not currently used
Right of patio doors	Green Board
Left of patio doors	Social Responsibility
Left of windows	Denominational Activities
Right of Windows	Lifespan Learning
Left of hatch	Religious Exploration
Right of hatch	Hospitality
Right of entrance	Special Interest Events from outside

Outside of Worship Hall

between WH and FH doors 'Welcome to FirstU' board

Lower Level

West Lobby stairs List of weekly events that are in-house
Left of West Lobby door Quote board
Right of West Lobby door Church info board and list of weekly renters events/Rites of Passage

If you wish to put up a poster, check with the Office for an appropriate place. Sometimes the upstairs washrooms are appropriate spaces for posters. Please do not put anything on the walls in Worship Hall as this space is meant to provide a calm and uncluttered space for reflection and spiritual growth.

Please limit posters to "special events" and only print as many as you will need so as not to waste paper. Posters should be removed immediately after the event, and will be removed if they are posted in inappropriate locations.

10.6 CALENDAR OF ACTIVITIES AND EVENTS

A calendar of activities and events is posted on the FirstU website: <https://www.firstunitarianottawa.ca>

- To add your event to this calendar, please contact the Operations Manager:
omr@firstunitarianottawa.ca