

COMMUNICATION

Purpose

The purpose of this department is to inform the membership and public of the full scope of the Lutheran Women's Missionary League Texas District's work through accurate and effective communications.

The LWML mission statement should be used in publications and official district materials.

Brochures

Brochures produced each biennium include the district's Primary Focus Statement and the current district mission grants. These brochures are available through the district website at *lwmltxdist.org*. You may add information about your group or zone.

District Publications

There are two publications of the LWML Texas District. Information on our district may be found in the *District News* in the *Texas Messenger* section of *The Lutheran Witness* and the district newsletter, *The Lone Star Connection*.

District News in The Lutheran Witness

The Lutheran Witness is currently published monthly by The Lutheran Church—Missouri Synod. The *Texas Messenger* page, also known as *District News*, contains monthly information pertaining to mission grant recipients, department news and upcoming events, where to submit mite donations, and an updated district mite report.

Groups are strongly encouraged to give an annual contribution of \$1 per member, designated for the *Texas District News* in *The Lutheran Witness* to offset the costs of the publication.

The Lone Star Connection

District officers share information with zone and group leaders in the district newsletter, *The Lone Star Connection*. The newsletter is distributed monthly to all district officers, zone presidents, and those who have signed up for emails/newsletters on the district website. It is the responsibility of the zone president to send it to all group presidents and individual members in her zone. Each group president is to make copies for her members as soon as possible. Everyone is encouraged to sign up to receive *The Lone Star Connection* by email on the home page of the website. *The Lone Star Connection* is also available on the district website at *lwmltxdist.org* under News and Events.

- Zones and groups are invited to submit articles and/or pictures for publication in *The Lone Star Connection* newsletter. Submit them to the VP of Communication at communication@lwmltxdist.org.
- Zones and groups throughout the district glean ideas from the articles, so always share your special events and speakers.

When you submit an article or picture, please remember:

- Deadline is the ninth of each month.
- The *District News* coordinator always works two months ahead of the actual publication. In other words, what you submit by January 9 will not be published before March.
- The coordinator reserves the right to edit articles.
- Digital photos and scanned photos should be emailed in their original file format. Photos should be clear with sharp contrast for the best reproduction and saved in jpg format with high resolution of at least 300 dpi.

LWML Texas District Website and Social Media

The website is your link to the most current LWML information. The website can be found at lwmltxdist.org. Don't forget to bookmark it! Through the site you can:

- Contact district leaders.
- Use the search bar to find exactly what you need, ex: remittance form for mites.
- Stay current on mission grant payments and mites.
- Find the latest *The Lone Star Connection* and *District News* editions.
- Check on upcoming events.
- Check out other zone's activities.
- Sign up to receive newsletters via email.
- Get information on convention, Young Woman Representatives, and endowments.
- Access the LWML Texas District YouTube channel and Facebook page.
- And so much more!

Be sure to send updated information for your zone's page to the District Vice President of Communication at communication@lwmltxdist.org.

LWML Texas District has an official Facebook page and YouTube channel. Connect via social media @LWMLTexas! Both can be accessed through the website by clicking on the icons for each in the upper left-hand corner.

LWML Texas District Logos

The LWML Texas District logo, convention logos, and other specially designed logos were designed for our district to represent our organization. Like the LWML logos (see below) they may be used by groups or zones for printed materials publicizing and educating others about LWML Texas District. The district logo is available in color or black and white and in various formats. Please contact the District Vice President of Communication (communication@lwmltxdist.org) to obtain copies of these logos or permission to use the logos in any other manner.



Tips and Useful information

Zones and groups may have a Facebook page, but LWML has guidelines that should be followed. Be sure to check out the helpful guidelines at the end of this section for more information on proper etiquette and accepted practices. Electronic communication, social media and website status can get overwhelming. You can always contact the District Vice President of Communication with any questions.

LWML Style Guide and Logo Use

LWML follows *The Official Stylebook of The Lutheran Church—Missouri Synod* and *The Associated Press Stylebook*. The *LWML Style Guide* (found on the LWML Texas District website communication page) supersedes those stylebooks. Refer to it for all LWML publications and communications (bulletins, newsletters, program books, articles for publications such as *District News*, etc.) Terminology specific to the LWML is included in the style guide. Please direct any style questions to the district Vice President of Communication at communication@lwmltxdist.org.

The LWML logo is the center of our brand. It embodies our organization. How it is used and applied plays a critical role in how the organization is perceived. Specific instructions on its use are in the *LWML Branding Guidelines* found on the LWML website. Permission to use the LWML logo (and all logos of the LWML organization including, but not limited to, convention logos) is granted to LWML districts, zones, and groups for printed materials publicizing and educating others about LWML. For more information or to obtain the logo in the proper format, contact the District Vice President of Communication at communication@lwmltxdist.org.



LWML Website and LWML App

The LWML website is lwml.org and it contains a wealth of information. Refer to it for information on social media, *eNews* and so much more related to communication. Use the search bar to find specific topics. Stay in touch and keep up with LWML devotions, news, and promotions. Just scroll to the bottom of the website page and click Sign Up Today!

Did you know that LWML has an app for your phone or tablet? The LWML App is full of items that you might have separate apps for already. Did you know there is a Bible in the app? No need for a separate devotion app — devotions, Bible studies and a prayer wall are available. Need information on a mission grant? It's there along with the League Pledge and songs in case you need them for quick reference at a meeting or event. Listen to the LWML Podcast while you wait at an appointment.

Stay connected and keep informed on the LWML!

Communication Guidelines

LWML Texas District

Mailing Lists:

1. All mailing lists are confidential and cannot be shared without the permission of the President.
2. Vice President of Organizational Resources (VPOR) is responsible for membership list – all changes sent to her.
3. VPOR sends any membership changes to Secretary to the President and Vice President of Communication (VPC).
4. Secretary to the President maintains a current list of all officers, Pastoral Counselors (and their assignments), appointed personnel, committee members, District Young Woman Representatives, zone presidents, all past District Presidents, and any other personnel deemed necessary by the President.

Sending Messages using MailChimp and Email:

1. VPC sends out all *eConnection* messages via MailChimp to everyone enrolled to receive emails.
2. MailChimp messages are limited to:
 - a. items from voting members of EC and Pastoral Counselors intended and suitable for ALL audiences.
 - b. messages that have files with large amounts of information, e.g., *The Lone Star Connection*, *LWR Bulletin*, District events such as retreat or convention.
3. Committee members wishing to send information should go through their VP.
4. Authors of the messages are responsible for getting doctrinal review from their assigned Pastoral Counselor AND approval from the District President before asking the VPC to send a message.
5. Messages from EC and intended for the EC or BOD should be sent to the District President for approval. She will forward them to the Secretary to the President to send.
6. Secretary to the President sends out messages on behalf of the District President, including agendas, calls to meeting, minutes, reports, electronic votes, prayer requests, etc.
7. DO NOT forward messages from LWML received via Constant Contact or from LWML Texas District received via MailChimp. You can only legally forward these messages using the forward feature at the bottom of the official email. If you feel this information is vital for our membership, contact the District President or VPC before you proceed.

Guidelines for Facebook Posts:

Facebook is a wonderful tool and has many potential applications. Information requested for posting should be timely and concise. It is possible to link back to the webpage for downloadable forms and information. Examples include but are not limited to mite updates or appeals, servant opportunities, visual Bible passages, application reminders, and special event updates.

All posts should be sent to the VPC who will follow guidelines developed by LWML.

1. Requests for posts should come directly from elected officers and Pastoral Counselors.
2. Committees should go through their VP.
3. All posts should follow the *LWML Style Guide* for publication.
4. Doctrinal review should be secured before sending to VPC.

Guidelines for Website Posts:

All posts should be sent to the VPC who will follow guidelines developed by LWML.

1. Each VP is responsible for keeping their pages updated and accurate.
2. Contact information should be sent to VPC and kept current.
3. Committee members should send information to their VP for posting.
4. Zones may designate one person to communicate changes for their zone pages to VP.
5. All posts should follow the *LWML Style Guide* for publication.
6. Doctrinal review should be secured before sending to VPC.

Adopted by EC February 2019