

# NBC Marketing Policy

## Events

### Criteria

- The event has a clear purpose that supports NBC's vision, that is, *God's Family on Mission Making Disciples of Jesus*
- An event organiser and team of volunteers to run the event.
- The event does not take place during Sunday services.
- The event is self-funded except in circumstances where there is a pre-allocated amount in the church budget.
- All volunteers/workers must complete appropriate ministry screening (including child protection where applicable).

### Application Process

- Fill out an event application form at [www.narrabeenbaptist.org.au/event-application](http://www.narrabeenbaptist.org.au/event-application)
- You will receive approval from the Operations Manager. For bigger events, approval may also be required from the Church Council.
- You will be emailed the Events at NBC document. These guidelines should be used for event planning. This will also provide direction for site usage and clean up. A site induction will be arranged for first-time event co-ordinators and volunteers.
- The date will be added to the NBC calendar on Elvanto and we will organise a marketing schedule.
- If applicable, NBC will organise ticketing and payment process.

### Organiser's Responsibilities

- Liaise with Operations Manager regarding consumables stock control and co-ordination of bump in and bump out.
- Take care of NBC property, utilities and equipment. Promptly advise Operations Manager of any incidents.
- Co-ordinate volunteer meetings and/or communication.
- If you wish to use the coffee machine, you will need to find a trained volunteer or someone who is willing to learn how to use the machine.
- Ensure site is returned to its original state, tidy and securely locked up.

### NBC Marketing Support

- A graphic created for marketing purposes
- One event-specific email with details
- Inclusion in "Upcoming Events" section of the NBC Newsletter
- Two church announcements across all services
- An event posted on the church website
- One Facebook post on NBC page

# Charities and Not-for-Profits

## Criteria

- The organisation is registered with ACNC
- The initiative is in line with NBC's core values as outlined here: <https://www.narrabeenbaptist.org.au/about-nbc>
- Its operations are transparent and above reproach
- A leader and team of volunteers to help run the initiative. All volunteers/workers must complete appropriate ministry screening (including child protection where applicable).
- Clear scope of our involvement with the charity e.g. prayer, fundraising, bookstall, awareness, volunteer work or similar.

Please note that there are many charities that we would love to support, although we simply cannot support every single one each year.

NBC will prioritise Baptist initiatives and programs that are gospel-based over more generalised humanitarian charities. The Church Council will review our support annually and may choose to change focus for a season.

## Application Process

- Contact the Church Council via the secretary with a proposal outlining the work of the charity and the type of support required.
- Upon approval from Council, liaise with the Operations Manager regarding key dates and opportunities for support.
- If the support involves an event, you will be emailed the Events at NBC document. These guidelines should be used for event planning. This will also provide direction for site usage and clean up. A site induction will be arranged for first-time event co-ordinators and volunteers.
- If applicable, NBC will organise either a banking descriptor for donations or direct links to the organisation's preferred method of giving.

## Organiser's Responsibilities

- Liaise with Operations Manager regarding promotional media, in-service activities, set up and pack down.
- Take care of NBC property, utilities and equipment. Promptly advise Operations Manager of any incidents.
- Co-ordinate volunteer meetings and/or communication.

## NBC Marketing Support

- A graphic created for marketing purposes
- One initiative-specific email with details
- Inclusion in "Prayer Points" section of the NBC Newsletter
- Prayer points added to PrayerMate App
- One church storytime spotlight across both services
- One Facebook post on NBC page

## Short-Term Missions

(Long-term and NBC Link Missionaries are supported through the NBC Missions Team)

### Criteria

- There is a clear, documented purpose and plan for the mission. This plan is aligned with NBC's vision and core values as outlined here: <https://www.narrabeenbaptist.org.au/about-nbc>
- The mission is linked to a church, organisation or other sending body for accountability. NBC may choose to run the short-term mission and therefore take on this role.
- There is a director/team leader and a dedicated treasurer.
- All volunteers/workers must complete appropriate ministry screening (including child protection where applicable).

### Application Process

- Contact the Church Council via the secretary with a proposal outlining the type of mission and support required.
- Upon approval from Council, liaise with the Operations Manager regarding key dates and opportunities for support.
- If the support involves an event, you will be emailed the Events at NBC document. These guidelines should be used for event planning. This will also provide direction for site usage and clean up. A site induction will be arranged for first-time event co-ordinators and volunteers.
- If applicable, NBC will organise either a banking descriptor for donations or direct links to the organisation's preferred method of giving.

### Organiser's Responsibilities

- Liaise with Operations Manager regarding funding, promotional media, in-service activities, set up and pack down.
- Take care of NBC property, utilities and equipment. Promptly advise Operations Manager of any incidents.
- Co-ordinate volunteer meetings and/or communication.
- If you wish to use the coffee machine, you will need to find a trained volunteer or someone who is willing to learn how to use the machine.
- Ensure site is returned to its original state, tidy and securely locked up.

### NBC Marketing Support

- A graphic created for marketing purposes
- One mission-specific email with details
- Inclusion in "Prayer Points" section of the NBC Newsletter
- Prayer points added to PrayerMate App
- One church storytime spotlight across both services
- One Facebook post on NBC page
- Other promotions such as flyers, info nights, stalls etc. at the discretion of Church Council depending on NBC's level of involvement.