

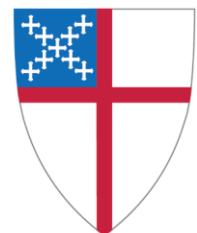
National Episcopal Church Women



Stylebook

and Communications Guidelines

A step-by-step guide for communicating within a National Episcopal Church Women's group.



Edited Revision 4/8/2020

Stylebook and Communication Guidelines

Published by the National Episcopal Church Women

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ecwnational.org

Contact the Executive Board:

Ecwnational.org/leadership/

This stylebook is an adaptation of the *Brand Guidelines* originally published by the Diocese of Southwest Florida.

The National Episcopal Church Women wish to thank Mr. Garland Pollard for his contributions in the completion of this booklet.

The National Episcopal Church Women use this stylebook as the standard resource for interaction with its members and public notifications. We hope you will not only use this stylebook but help us add to and improve it as we seek ways to grow our Episcopal Church Women.

Throughout this booklet, we have gathered ideas from dozens of conversations, seminars and meetings. Most of these ideas are not original or even unique to the National Episcopal Church Women (ECW). With this style guide booklet, we can all cultivate the best practices needed to present the ECW as a loving, inclusive and professional organization; focused on Christ's message.

We invite your ideas and comments.

Email the organization president: president@ecwnational.org

Serving women and girls since 1871

Episcopal Church Women's Prayer

Almighty God, we pray that You will bless our work in mission and ministry in the world. Help us pray fervently, labor diligently and give liberally to make known the power of your love given through your Son Jesus Christ. Let us not forget the lessons from the past nor fear the challenges of the future. Anoint us with your grace and shine in our hearts as we reflect your light throughout the world. - Amen.

Oración de las mujeres de la Iglesia Episcopal

Dios todopoderoso, oramos para que Tú bendigas nuestra misión y ministerio por el mundo. Ayúdanos a orar fervientemente, laborar diligentemente y dar sin ataduras para anunciar el poder de tu amor por medio de tu Hijo Jesucristo. No dejes que olvidemos las lecciones del pasado, ni temamos a los desafíos del futuro. Úngenos con tu gracia y brilla en nuestros corazones a la vez que reflejamos tu luz a través del mundo. - Amen.

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Why a Stylebook?

The idea of having a handy marketing manual grew out of our need to understand and use the basic words that define the people and practices of the Episcopal Church Women (ECW). This stylebook is a practical reference, and includes answers to the following questions:

- What is a consistent way to address clergy?
- How do we list titles or dates?
- What is a standard format for an obituary?
- How do you communicate with the diocese?
- Is social media important for our local group?
- Should we serve alcohol at meeting?

This resource is used by the Executive Board when communicating and preparing media content. As our responsibilities for creating web content (e.g. website, Facebook, newsletters) grew, we realized standardized communication and formatting elements were missing. We developed Social Media Guidelines and a Web Checklist. This information will help ECW groups have a sense of where they are, and where they want to be, in their evangelism and communications.

Some ECWs do well with a website but need help with *follow up cards* and signage. Some ECWs show well ‘from the curb’ but fail when it comes to energy and enthusiasm in greeting potential new members. Think of this booklet as a sort of checklist of things you really need, things you can do with some work, and things that you can be doing if you are really going to excel. We are not passing judgment on areas that might need work; instead we hope to celebrate only what works.

The idea of having a marketing or brand manual to help communicate is something that all ‘franchises’ need, even God’s franchise to us Anglicans. It’s a baseline; the idea is that if you are going to be a part of a group, each member needs to communicate that the Episcopal Church welcomes all:

- Its worship values group hymn singing over concert performances
- The ECW hangs onto many traditions, but embraces the current world as it is
- We use a Bible-passage-filled liturgy that gives us the actual Bible in our own words
- The laity are the foundation of the church, though clergy are provided a special role.
- We are not afraid to engage with the world, and politics, but understand we maintain a practical role in local community leadership
- We show what is good, tell what is true and put it all in the light... for all to see

This booklet is more a manual than a rule book. The rules in the church that apply to us come from our Bishop, Standing Committee, Constitution and Canons and the Episcopal Church, all inspired by the Holy Spirit working in our lives. Instead of rules, we have listed a series of best practices that we hope will be considered, discussed, addressed and promoted. Some are not right for all, but in the case where guidelines cannot be followed, there should be a reason why, and perhaps, even a better idea.

So, You Want to Start a Local ECW Group

This stylebook focuses on techniques to interact with prospective members, already existing members, the church, and the public. We maintain a separate resource for how to create a new group on our ecwnational.org website:

[ECW Info Packet – Information for Starting a New ECW or Reorganizing an existing group](#)

Included within the Packet: (These links open individual pdf documents.)

[Table of Contents](#)

[So, You Want to Start an ECW!](#)

- [2018-2021 ECW National Board](#)
- [Province Representatives](#)

[A Vision for Episcopal Church Women](#)

[History of the Episcopal Church Women](#)

Helpful Tidbits

- [Structure of the Episcopal Church Women](#)
- [Why Women Only](#)
- [Why Episcopal Church Women](#)
- [Relationship with the Rector/Vicar](#)
- [Financers](#)
- [First Meeting](#)

[Inviting Women and Building ECW](#)

[ECW's that want to thrive with health and vitality need to consider the following Recruitment!](#)

[Promotional Quips for Bulletins and Newsletters](#)

[Ideas for Planning an Event](#)

- [A Focus Group Event](#)
- [ECW Planning-Handout #1](#)
- [ECW Planning-Handout #2](#)
- [ECW Planning-Handout #3](#)
- [ECW Interest Survey National Episcopal Church Women Meeting Workshop](#)
- [Sample Agenda](#)

[M&M Icebreaker](#)

[Planning a Meeting via Skype or Zoom](#)

[Sample Bylaws](#)

Websites: Your First Calling Card

Your website is the first thing that a newcomer will look for if they are going to visit your ECW group. They will get to it a number of different ways. If they are an Episcopalian, they will be searching for keywords like “Episcopal” and your city name. They may also stumble upon it, using words like “church.” Whatever you do, the website needs to be modern, and not childish or juvenile. No jumbles of styles. Instead, it should have basic information, clearly stated, with good photographs.



Along with the website, pay attention to the way your church is being presented online; for instance, Google My Business is an important part of your online persona.

While there are many good website development platforms, we believe that WordPress is an excellent, versatile format for ECW groups. Simpler website layout options are available such as Squarespace and Wattpad.

The ecwnational.org website is developed on a WordPress platform. We use Bluehost for hosting and Avada: Theme Fusion. This decision requires us to have a dedicated webmaster to oversee website maintenance. We use [Google GSuite](https://www.google.com/gmail/about/) for backend development of emails and document storage. A local ECW group will probably not need this level of website development, email management, and document integration.

Good

- Tombstone-style simple website. When in doubt use Arial and default font style
- Information kept up to date
- Cover images fresh
- Type styles consistent
- Basics easily found: contact person information, meeting location, projects in process...
- Navigation uncluttered
- Service and meeting times accurate
- Links to social media
- Smartphone compatible – We track how visitors use the ecwnational website. Visitation is split almost 50/50 between smartphones and computers.

Better

- Customizable format website (WordPress, Squarespace)
- Parish newsletter uploaded with links, PDF
- Links to social media
- Updated weekly
- Dynamic, smartphone compatible
- Online giving link
- Link to subscribe to email newsletter
- Use of photos on most pages (recent please!)

Best

- Google Analytics program installed to track web visitors
- Occasional trial use of online advertising to encourage visits
- Blog from staff or laity on issues of faith
- “I’m Coming to Visit” email link

CATCHY FONTS

Would you trust an old gothic church that had three different cheesy fonts stuck onto the stone or bronze plaque? Of course not. Not only is it bad taste, but using multiple, unfavorable font styles is hard to read. The same rationale goes for your website. Use a body copy font, headline font and sub-headline font that all make sense together. We cannot prescribe what that will be, but if you keep it clean and readable, it will make sense. Nice words, nicely presented, tell a very good story.

RESOURCE PAGE

We are in the process of creating a local groups list on the national website. If your group creates a website or social media site, send an email to the webmaster for your group’s inclusion: webmaster@ecwnational.org

We will also include the groups email address if desired. Personal email addresses are not permitted: see the later section ‘Ongoing Emails: Newsletters Work’ detailing suggested email formats for local groups.

A frequently asked question FAQ page or section on your website is beneficial for new and prospective members. If your group has a website, provide a link to this page from the site’s navigation bar. It is also possible to pin a post to the top of your groups Facebook Group page. This pinned post is a good place to keep a list of important information.

Social Media: How the world sees us

If you plan for your ECW group to attract anyone new, it is important that you have some sort of presence on social media. It is free, and is the fastest way to promote your programs, worship, and staff. The use of social media is about trial and error. Do not be afraid to post things; instead try to do a few things regularly. It is rare that negative items crop up; if they do, delete or hide them.

An opportunity exists to post images of your signage. Meeting, function, and whatever is happening at your group. Images are the most shared commodity on the web and Facebook thrives on image sharing.

National Episcopal Church Women Social Media Accounts

Primary Facebook page: National Episcopal Church Women (ECW) - [@ecwnational](#)

Social Justice Facebook page: Social Justice at National Episcopal Church Women - [@SocialJusticeECW](#)

Youtube: [National Episcopal Church Women](#) – we do not have a unique url for this account

Twitter: ECWNational - [@ECWNational](#)

Good

- Facebook page updated regularly.
- Create a [Google My Business](#) page: update hours, contact info, schedule.
- Social Media Passwords saved by local ECW group president, parish contact person, and designated parties
- Old accounts deactivated and deleted
- Links from social media accounts back to website, if the group maintains a website
- Diocesan social media policies followed
- Parish HAS ALL PASSWORDS to all parish accounts, this includes ECW group accounts

Better

- YouTube Channel with intro video
- Use of Facebook for sharing info and building a social media following
- Instagram Account updated regularly—build this after the Facebook page
- Post all events as Facebook Events—Google loves to index them

Best

- Posts each day, or at least five days a week
- Regular video posts, embedded live video
- Use of text message app for ECW group communication—Twitter works well as a group chat platform
- Automated posting on multiple formats

PHOTO TIPS

Photos of the ECW are key to attracting people to your church. Take photos and show energy, enthusiasm and faces. Consider basic rules of photo composition, but do not overthink it. There is always next time. Store your photos in a common place, so everyone in the parish can get at them. Google images, or your parish server, is a good place. Some parishes have volunteers that post them to sites like SmugMug, Flickr, Instagram, or other sites.

You may need permission to post images from nursing homes, ALS, and other organizations. Get permission.

HAPPY TO REPOST: PLEASE TAG US

We are happy to repost items from congregations. However, for it to be reposted, it needs to have been first posted on a church or ECW group account: webpage, Facebook... If posted personally, they often cannot be reposted. Once you make your post, inform us via the appropriate social media account and we will repost for you.

Tag us: @ECWNational

Signage

We all learned the who, what, where, when mantra as children. This lesson is the same for good signage.

Primary signs should contain the following elements:

Who is hosting and who is invited
What is taking place and what to bring
Where to meet and where to park
When to meet and when to leave
How long, how often, how come...

Each type of ECW group has a different appeal. Our style is not mega-churches or warehouse-style worship. Let your signage reflect the Episcopal feel. Simple colors—conservative, plain. Good typography. As a denomination, stay in your visual lane. If you are going to have a sign printed by a sign maker have the layout file professionally created. Many sign makers can do this for you.

Greeting and Welcome: Ushering Visitors

For current members and visitors, the quality of the greeting is important. First time visitors decide within five minutes if they will return. Make sure that there are people at the door who truly welcome visitors and regulars. Remember the old saw, that ushers usher, and greeters greet. Show photos of this greeting in your social media and on your website. In decent weather, open the front doors and have them stand outside, to say hello to everyone coming in. They should make contact with everyone and offer them an agenda and conversation.

Good

- Greeters on front steps at least 15 minutes before meetings
- Doors open, indicating activity
- Ushers stationed inside with agendas
- Parents with small children offered nursery, crayons or some sort of special bulletin
- Baby changing area offered for parents with young children
- Ushers trained re: medical emergencies; physicians located. First Aid Kit
- Special parking consideration for handicapped for urban locations
- Take photographs of greeting process and put on website, in social media accounts

Better

- Parking lot greeter, to help direct traffic and show welcome by highway
- Welcome table in parish hall or outside, with greeter
- Consideration made to new visitors who do NOT want attention paid to them
- Greeter training program in place with all members, who are taught how to say hello
- Bells rung before meeting to indicate time

Best

- Kit with small localized gifts for newcomers (jam, etc.), including flier about church and ECW group
- Security, if visible, welcoming, not off-putting
- Magnetic name tags for regulars
- Greeter inside meeting space

DON'T SINGLE OUT NEWCOMERS

Some might be there incognito. Instead, ensure that there are visitor cards to fill out, and include a welcome to visitors at announcement time. Encourage them to fill out a visitor card, and if possible, offer to let them introduce themselves at social hour.

Some visitors may not want their picture taken or even placed on social media accounts. Be mindful of their wishes and do not post anyone's image without their consent.

Buildings: Let the Walls Talk

Good

- Bathrooms spotless, well supplied with necessities, and well lit
- Women's bathrooms particularly clean and well appointed
- Floors, if slate or tile, are bright and grout clean
- Paint is fresh; no smudges by door
- Clutter eliminated in narthex, parish hall and other areas—no junk
- HVAC vents, fans devoid of dust

Better

- Consider welcome carpets
- Fresh carpeting, floors
- If ceiling panels, have them fit and be even
- Artwork in good taste, not creepy or trite, and consistent and in scale with church architecture
- Furniture in parish hall, offices, are in good taste, not residential or thrift shop looking

Best

- Large, expansive, well-appointed bathrooms
- Kitchen is able to accommodate larger events and full parish participation
- Outdoor terraces used fully; ability to enjoy inside and outside of church meeting space
- Ample rooms for classes, events, etc.

VESTIBULE, NARTHEX OR FRONT HALL?

Frankly, it's more Episcopal to use the old school word, hence narthex. But in the real world, to the public, it's fine to call it an entrance hall, lobby or vestibule, so as not to confuse. We invited folks to church, not to the Middle Ages.

NO CLUTTER OR DUST

Before photographing, please remove all cluttered, dusty felt banners or things that look yucky, tired or creepy. This can be contentious; a good solution is to rotate items or put in storage.

Agendas, etc.

Each local ECW group has its own identity. Meetings do not need to follow a standardized format. It is wise, however, to use an easily followed agenda to make certain important business and social announcements are not missed. This is especially true as local groups grow larger and must operate with several volunteers and keep track of expenses and incomes.

Sample Agenda

EPISCOPAL CHURCH ECW MEETING/WORKSHOP AGENDA DATE

8:45 - 9:00	Gather and coffee
9:00 - 9:15	Opening prayer and introductions
9:15 - 9:30	Icebreaker
9:30 - 9:45	Reflections on who Episcopal Church Women were and are
9:45 - 10:15	Generations
10:15 - 10:30	Break
10:30 - 10:40	Self-reflective assessment
10:40 - 10:55	Small group sharing
10:55 - 11:05	Small group reports
11:05 - 11:20	Full group discussion
11:20 - 11:25	Individual commitment
11:25 - 11:55	So where do we go from here....
11:55	Closing

* This agenda is provided within the *How to Start or Participate in a National Episcopal Church Women Group* hosted on the ecwnational.org website.

Newcomer Cards

You are hosts. Hosts provide for guests. How about having ice water and tissues in the meeting area, for coughing fits, and offering cushions to soften hard seats. Umbrella stands and multiple umbrellas in a doorway stand can be a generous gesture too. For parents, the well-appointed room also includes a bag of tricks for parents of fidgety children, including books, crayons, coloring books, and maybe a diaper or two.

Newcomer Cards are found in church pews. Make your own that is similar to the church's card but with ECW info. Also use them in your meetings. Be prepared to obtain newcomers info when someone visits a meeting or interacts with ECW members. Keep a bundle at vestibule to the chapel.

FLYERS AND HANDOUTS

There are many vendors for display racks, tract cards and the like. Create a flyer for the ECW group and keep them handy in the meeting space.

Letter Writing

There are times when written letters are required for communication between a local ECW group and other organizations or individuals. It is important to remember that letters are a formal method of communication and need to follow standardized formatting.

Purdue University's Online Writing Lab provides excellent instruction for [how to create a business letter](#).

[Sample letters from Purdue may be viewed here](#).

The ECW logo may be used by group organizers as part of the sender's address. If the logo is used, it needs to remain as its original red or black color. It is also important to denote within the sender's address that the letter is from a specific ECW group.

Example from Purdue University Online Writing Lab:

The diagram illustrates the formatting of a business letter with various annotations:

- Justify Left:** A vertical double-headed arrow on the left side of the letterhead and recipient address indicates that the text is left-aligned.
- 2":** A vertical double-headed arrow on the right side of the letterhead indicates a 2-inch margin.
- 1 Line:** Multiple horizontal arrows point to individual lines of text, such as the date, recipient name, and salutation, indicating single-line spacing.
- 1":** Horizontal arrows indicate a 1-inch margin on the left and right sides of the letter.
- 4 Lines:** Horizontal arrows indicate a 4-line spacing between the signature and the closing text.

The letter content is as follows:

Sell Your House, Inc.
206 N. Sell Dr.
Richmond, VA 23218

March 6, 2009

Angela Property
220 Corporation Way
Somewhereville, VA 22590

Dear Ms. Property:

I hope that you are doing well. My name is Lydia Lease, and I am an attorney at Sell Your House, Inc. I am writing in regards to a parcel of land located at 225 Parcel St., Richmond, VA. My client, Mrs. Tabitha Land, is running into some difficulties in selling her property that is apparently still under lease by your organization.

This parcel of land (100 ft by 300 ft) is located at the back of my client's property. According to the city records, the lease was initiated in September 2001 and never terminated. After calling your lease office, it appears that you no longer make use of this property. In order for my client to be able to sell her property, the lease must be cleared. This parcel of land is still under your organization's name. I have attached the documents describing the lease and ask that you clear your name from this property as soon as possible.

My client is wishing to put her property on the market by April 2009. In order to do so, this parcel of land must be cleared from your organization's hold. I have enclosed the city's 1" documents concerning the ownership of this land as well as termination documents for your use. If you have any additional questions or concerns, please feel free to contact me at (123) 456-7890. I look forward to working with you to resolve this matter.

Sincerely,

Lydia Lease, Attorney, Sell Your House, Inc.

Enclosures: 2

Presenting the ECW to Others

Your ECW is what it is; it is not an issue of branding. That being said, in any marketing program, people are attracted by other people and their work. You want to show off lots of different kinds of people participating in your ECW. The goal is to show what type of people attend so the potential member can visualize themselves as part of it.

EXPLAIN AND EXPLAIN

Music and worship are the center of the Episcopal Church. This is the main place where the church expresses its traditions, legacy and future. Whatever happens outside the *Book of Common Prayer* should be easily explainable to a newcomer.

The Social Hour: Coffee does not talk

The coffee hour is a signature part of the Episcopal Church Women. Make sure you show photos of it in your social media accounts. This can be a simple affair of cookies and coffee, or a more elaborate meal. This is, in the lexicon of the Episcopal Church, most often called Coffee Hour, though it can have other names, and can be served outside on the lawn or terrace, depending on the weather. Volunteers can be creative according to what is served, and local traditions should be welcome. Remember that if we are to advertise that “The Episcopal Church Welcomes You” on our signs, it means that we need to actually welcome guests.

Good

- Decent coffee and hot tea, with actual creamer, not powdered. Water and other beverages in pitchers
- Cookies and other nibbles provided
- Most parishioners attend coffee hour at least for a few minutes, and do not rush off to exclusive gatherings without checking in
- Consider brief announcements at coffee hour. This is an excellent place to offer a welcome to any newcomers
- Clergy make time to go over and meet newcomers. Parishioners speak to all unfamiliar faces, or those standing alone
- Bulletin board includes new information on activities, parish life

Better

- Welcome greeter who is in contact with any possible new attendees or visitors. Greeter has booklet of opportunities for participation
- Other pastries and cooked items offered, along with cookies
- Paper cups offered over Styrofoam; creamer and sugar not in packets
- Special non-alcoholic punches offered, served by a volunteer in glass cups
- Use of actual cups and saucers, so as to lower expenses and ecological footprint
- If decorations, simple favored over extravagant
- Tablecloths, and not dinged-up folding tables

Best

- Savory items offered
- Food served on actual small plates—some parishes serve breakfast
- Actual time allotted for gathering and visiting
- Deputized staff to eliminate burnout among volunteers
- Careful attention to furniture; a wide variety of tables, from sitting areas, standing tables to benches, for comfort among different types of guests

ALCOHOL AT MEETINGS

Some ECWs serve alcoholic punches or tomato drinks. In all cases, consider General Convention rules, including the “equally attractive” rule. If you wish to offer anything alcoholic, it is well-labeled, modestly composed and not a key part of the gathering, only ancillary, and not a lure. Alternative beverages are always offered in addition to alcoholic drinks.

Follow Up: Cards and Process

A strong ECW group has a follow up process for visitors, and a method of capturing that information. The methods for following up with new members need not be extravagant or elaborate, but they must be considered properly, and consistent, so that no person ever falls through the cracks. The most successful greeting Episcopal couple we know of would often sit in the balcony, so as to scout out any newcomers in the crowd. After the dismissal, they would beeline to the new visitors and introduce themselves, then invite them to social gatherings and meetings.

Good

- Sunday visitors should be called or emailed on Monday, or Sunday afternoon. Decision should be made by the welcome committee on appropriate time and method. Nothing creepy or too pushy; instead, be straight forward and welcoming
- Donation checks are cashed immediately. Handwritten Thank you letters/cards are sent to all donors
- Email and/or cell telephone numbers captured by volunteers
- Immediate information relayed about ECW Sunday School, Wednesday night classes, youth programs, Scouts, etc.
- Contact information captured either by card or electronic device

Better

- Designated ECW group leaders reach out to new visitors, to offer ECW membership or participation in key activities
-
- Schedule enough activities to have something to ask a visitor to attend, i.e. morning Bible study, etc.

Best

- New members featured and introduced in newsletters and social media, if agreeable
- If plastic name tags provided, an immediate offer of one for “regulars” of all sorts

DO UNTO OTHERS – BE KIND

How would you like to be welcomed at an ECW gathering? How would you like to be welcomed at a banquet? How would you like to be welcomed at a new neighbor’s house? Use that as a criterion for how to follow up. People want to feel like they belong, but they also do not want to feel hounded, or creeped out.

RESOURCE PAGE: THE EPISCOPAL HANDBOOK

The [Episcopal Handbook](#), published by Morehouse, has sensible guides to life as an Episcopalian and makes a good gift for confirmands and enthusiasts.

Ongoing Emails: Newsletters Work

Using a marketing email service to follow up with your congregation is essential. The day of the week is up to you; the key is that it is regular and follows a consistent format.

Which email platform to use? At the National ECW, we prefer Constant Contact. Our decision was made around our need to host larger email list and a typical local group as well as some of the marketing services we get with a paid plan.

Mailchimp may be the best platform for a local group due to their free accounts if you have less than 2000 contacts. Whichever email marketing platform you use, be sure to educate yourself on how the email layout process works for that platform. It is worth your time to watch their educational videos.

Good

- Basic email, weekly, with online service times. Comes from email of the church, and return email is a church email. The church staff can assist you in setting up a unique email address for your local ECW group
- Emailed announcements added each week to website
- Email shared to Facebook page
- Links back to your website from emails sent
- Simple, clean design with a minimum of fonts on email
- All staff email addresses use the domain name of church (e.g. marysmith@stjohns.org) and not personal email addresses
- Put the proper contact person from the diocese on your mailing list, so they get it at the diocese. They can help share the news

Better

- Pictures added to emails, at appropriate resolution
- Weekly lay or clergy letter, reflection or news item added for interest
- Email inbox header changed weekly, so that it looks different in in-box each week
- Multiple staffers or volunteers know how to send emails

Best

- Notes or short articles by local members included in the emails
- Parish bulletin items that are pertinent to the local group are included in the emails
- Birthday wishes to those who have a birthday that week
- Place editor@ecwnational.org on the email list so that the email is received by someone on the National Executive Committee

TELEPHONE MANNER

It is not necessary that you be at the forefront of every technology. The important thing is to do one or two well. How you express a brand includes everything you do. Your mission. Your members. Your history. For instance, is your telephone message correct, short and current. No retired or dead staffers please.

DON'T USE PERSONAL EMAIL

ECW group officials should use a church email address when corresponding with anyone. This keeps group email from being created on personal member's email accounts. Doing this adds a professional touch to email, keeps a master record of the emails sent on the church's email server, and provides a controlling gateway to ensure all information sent to the group has passed inspection. What you don't want to happen is for unreliable individuals to create emails at home and share them with the group.

Once the original emails are created, they will be shared among the group's members. This is expected. It is the original email creation that needs to be controlled.

Most churches should have a unique domain for their website. Confer with the church office staff that your local ECW group would like to setup at least one email box using the church's domain address. Both the church contact person and the ECW group member need to have the password to this account.

Example: EpiscopalChurchWomen@StJohnChurch.org

Also, use an email signature, that's the information at the bottom of an email, so parishioners have your contact information.

Terms and Usage

We have compiled some commonly accepted style usage points peculiar to the Episcopal Church Women. This document is envisioned to be a continually evolving guide for how we communicate, most often on the web. Our Style Guide is revised yearly. We traditionally follow Associated Press style in our publications and print and web. The reason we follow AP style is because it makes our news more readily available to be shared on local outlets and is the most common format available for news. This document does not apply to all your printed materials; invitations, promotions and such; they have widely different formats and styles, depending on usage, tradition and custom. When in doubt (Oxford comma, etc.), talk it out! We invite additions and comments. As standard practice, websites are typically written in Associated Press style, though, any consistent and professional editing style may be used.

acronyms and lingo: Our inside use of acronyms and lingo should be limited, most especially when we talk to the public. A “LEM” (now an EM) or TEC are not easily translated to those who do not know the church. If there is a group mentioned with a commonly used acronym, always spell out the group in first reference, then use an acronym after. When in doubt, spell it out.

ages and numbers: A person’s age is always a numeral; when writing a number in a paragraph format (i.e. not when talking finances), one through nine are spelled out and 10 and larger are in Arabic. A decade should be written 1950s or ‘50s.

bishop: The word is lower case, if used by itself. See titles for usage with names.

chair: Preferred title for chair of a committee, though chairman or chairwoman is acceptable.

committees: Capitalize the word committee only when used as part of the formal name. (ex. ECW Endowment Committee) This rule should also be applied for partial or second references to other groups. (i.e. endowment, foundation, church, congregations, etc.)

congregation: When referring to parishes and churches, congregation is often used because some churches do not have parish status.

dean, deanery, deaneries: The dean is the chief priest of the Cathedral. When used with a proper name, dean is capitalized as in Dean Joe Smith.

deaths: See appendix of obituary guidelines.

deputy: At the General Convention, a person elected to represent the diocese.

delegate: A person who represents a diocese at Triennial.

Diocesan House: The formal title for the building that houses the diocese.

diocesan shield: See appendix, brand guidelines. The shield should never be manipulated or changed.

ELCA: Evangelical Lutheran Church in America. The Episcopal Church is in full communion with ELCA, and recognizes ELCA clergy and sacraments.

Episcopal Church: Officially, the Domestic and Foreign Missionary Society of the Protestant Episcopal Church in the United States of America but also known as The Episcopal Church, Episcopal Church and Protestant Episcopal Church in the United States, as well as DFMS. The Episcopal Church is currently preferred by church leadership. Though national church is commonly used in conversation to describe national policies and refer to the church, do not use the “National Episcopal Church” in written use, as The Episcopal Church includes international dioceses. The term TEC, an acronym for The Episcopal Church, should not be used, nor should ECUSA. The term “815” is colloquial and should not be used in formal communication.

Episcopalian: The word is a noun, never ‘Episcopals’. The adjective is Episcopal, as in: At St. Welcome’s, grape chicken salad, an Episcopal tradition, is often served in parish halls on special occasions.

fonts: The style or ‘look’ of the letters and numbers used when selecting a typeface. Refrain from innovation in font usage. Avoid gimmicks, cartoony looks, or the like, as they detract from our central message. Pay attention to consistency.

forms of address in The Episcopal Church: On the following page are common terms for officials in the Episcopal Church. In correspondence, “Dear” precedes the name in a salutation (Dear Bishop Smith) in all cases, except for the Archbishop of Canterbury. In his case, the salutation should read “Your Grace.”

Use of titles: While priests may have had other titles in other places, in formal written language, these titles are reserved to clarify roles within the Diocese. Hence, the title of Canon is reserved for those designated by our Bishop, and The Very Rev. refers to deans appointed within our Diocese. In the Episcopal/Anglican tradition, “Reverend” is not a formal title, hence clergy should be the Rev. James Jones, and not Rev. Jones in printed or web items. With the use of term “the Rev.” AP style does not capitalize the word “the.” If clergy has an earned non-honorary doctorate, the clergy would be the Rev. Dr. Sally Smith. Conversational rules are between individuals and follow parish traditions; occasionally a priest is referred to as Rev. James in conversation. In conversation and parish use, many parish priests are referred to as Father or Mother, abbreviated Fr., using their Christian name or last name. Others from other parts of the U.S. use Mr. or Ms., or a first name. In some diocesan school situations, the term “Fr.” has been avoided, as some students are uncomfortable with it.

religious titles for men: The Rev. John Smith in formal correspondence. First reference in stories and elsewhere use The Rev. and first and last name followed by the role. Use the Very Rev. and the Rev. Canon as appropriate.

religious titles for women: The Rev. Sally Smith preferred. Use The Very Rev. and Rev. Canon as appropriate. First reference in stories and elsewhere use The Rev. first and last name followed by the role. (ex.: The Rev. Karen Binding, vicar of St. Soandso, Ft. Myers). Some female priests in the diocese are called Mo. or Fr. by their parishes. However, The Rev. Mary Jones is preferred for consistency in diocesan communications.

headlines/subhead lines: Use upper and lower case style, not all caps. Articles are not capitalized.

Hispanic and Latino ministry: The term Latino is used most often for ministry to the Spanish speaking, though Hispanic and Spanish is also used, the latter when describing the language of a service.

html addresses: use lowercase; do not use http or the // in the name, as browsers adjust for this and it is extraneous.

obituaries: See Appendix E for sample.

parish names: The word Episcopal is often used within a parish name. These rules are not followed consistently by parishes, however.

punctuation: Do not overuse. Use only a single space after a period and before a new sentence, after a colon or anywhere else normally added by typists. Modern word processing, typesetting and websites are more easily read by adhering to this convention and will adjust sentences to this norm.

rector: The leader of an independent parish, called by the vestry itself, different from a priest-in-charge, who has been appointed by Diocese. Very often, a mission church under the direction of the bishop may have a Bishop's Vicar.

Safeguarding: The general term used for the mandatory abuse prevention programs of Safeguarding God's Children provided by Church Pension Group and affiliate companies. Safeguarding Online is the web version. Used by all diocesan schools, parishes and affiliated groups.

St. not Saint: When referring to a parish, always use the abbreviation "St." rather than "Saint." Parish names are often possessive, though sometimes singular. For instance: "The clergy of St. Andrew's elected a new senior warden" is correct. However, the singular is sometimes used, either by preference (St. Wilfred), or because a place name is afterward. For instance, "The Rev. John Brown served a number of parishes including St. Andrew, Tampa, and St. John, Naples."

state names: When state names are used in narrative e.g. "The Bishop visited Wisconsin" spell out the state name. On news stories and on the web and when used with a city, spell out the name, a change from previous abbreviations used in AP news style. When used in a postal address, always follow the two-letter postal style.

telephone numbers: Because mobile devices need consistency, format U.S. phone numbers like this: XXX-XXX-XXXX. Include the area code but not the 1 before it that some people may have to dial. While there can be printed exceptions, do not use dots or parentheses on the web.

The Reverend: See forms of address in The Episcopal Church.

titles of laity: For formal documents, honorifics are used for all adult persons. Mr. and Ms. are used unless a woman specifically requests she be listed as Mrs. Dr. is used only for medical doctors, dentists, etc. For clergy who hold non-honorary doctorates, use Mr./Ms. first name, last name, degree set off by a comma. (ex: Ms. Shelby Pierce, Ph.D. or D.Min.) On second reference, use honorific with last name. The diocese recognizes that some congregations prefer less formal forms of address in their internal and external communication. The use of Ph.D. is for earned doctorates.

websites: The main web address used by the ECW is ecwnational.org. When using websites in documents, there is no need to put http or www in the web address as all browsers discount the prefixes.

Forms of Address

Below is a general listing of titles in the church and Anglican Communion for letters and formal writings. Today, the usage of these titles is rapidly evolving; we always welcome ideas on best usage.

Archbishop:

- The Most Rev.
 - Rt. Hon.
 - Your Grace of Canterbury
 - Archbishop Welby
- e.g. The Most Rev. John Smith or
Dear Archbishop Smith

Presiding Bishop:

- The Most Rev. Michael Curry
- Dear Bishop Curry

Bishop:

- The Rt. Rev. Barry Howe
- Dear Bishop Howe

Dean:

- The Very Rev. John L. Brown
- Dear Dean Brown

Canon:

- The Rev. Canon Jane T. Smith
- Dear Canon Smith

Priest:

- The Rev. George Q. Turner
- Dear Rev. Mr. Turner
- Dear Mr. Smith
- The Rev. Sally M. Smith
- Dear Rev. Ms. Smith
- Dear Mtr. Sally

- The Rev. Dr. Sally Smith
- Dear Mtr. Smith
- Dear Rev. Dr. Smith

Archdeacon:

- The Ven. John R. Adams
- Dear Archdeacon Adams

Deacon:

- The Rev. Larry J. Pierce
- Dear Deacon Pierce
- The Rev. Deacon Larry J. Pierce
- The Rev. Dr. Mercedes Marshall

Priest Monk:

- The Rev. Fred Black, initials
- e.g. Dear Father Black or
Father Black, SSJE
- e.g. Dear Mother Smith or
Mother Ellen Smith, OJN

Monk, Nun, or Brother:

- Brother Tobias Williams, (order)
- Sister Mary Davis, (order)

e.g. Dear Brother Tobias or
Brother Tobias Williams, SSJE

e.g. Dear Sister Mary or
Sister Mary Davis, OJN

Submit Stories: Sharing News

How to submit stories...

Every week at the national level, we publish the *Women in Action* Newsletter. This digital publication is transmitted to over 2000 subscribers. We also, several times per year, publish the *Communique*' Magazine in digital and print formats. These contact lists number more than 4000 persons. To contribute an article or news blurb to either of these publications, send it as a text document or Microsoft Word document to: editor@ecwnational.org.

Photos are used where there is space and must be sent as attachments. Our preferred image format is a png file, though jpeg and gif are acceptable. We are happy to link to fliers, brochures, etc., but because of time, we cannot upload these to the ECW website. This type of news may be better served by placing them on your ECW group's Facebook page and then sharing them to the National ECW's Facebook page(s):

facebook.com/ecwnational/ or facebook.com/SocialJusticeECW/

Photos and writing submitted for publication to the ECW must not infringe upon copyright laws.

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We may proofread and copyedit submitted work prior to publication.

It is suggested that each ECW group maintain a subscription list of its members. At minimum, the list should contain the members: name, address, phone number, and email address.

Obituaries: Guidelines for the Departed

The memory and records of our departed are an important part of our daily diocesan life, both for clergy and lay leaders. An obituary for the departed will list vital facts from their life, including birth, death, children and spouses, if available, and details about work history. Deaths should be reported to parishes and the diocese immediately, so that word can get out. Additional details can be added, including service times.

Below, a sample:

The Rev. Roy Oliver Ostenson, 1921-2017

BOULDER, Co. - The Rev Roy Oliver Ostenson, 95, a priest of the Diocese of Southwest Florida, died April 13, 2017 at his home in Colorado. Born April 20, 1921 in Hallock, Minnesota, he received his B. A. from Montana State University and attended seminary at Episcopal Divinity School.

The Rev. Mr. Ostenson was ordained deacon in the Diocese of Montana in August of 1951 and priest in February of 1952 by Bishop Henry Hean Daniels. After ordination, he served churches in Montana including All Saints in Scobey, Christ Church in Poplar and St. Matthew's in Glasgow.

In 1984, The Rt. Rev. Paul Haynes appointed Ostenson the executive director of the Church Counseling Center of Naples, from which he retired in 1989. His wife Sondra, whom he married in 1982, survives him.

Brand Identity: Logos, Fonts and Colors

The National Episcopal Church Women maintain two logos. These logos are available for download from the ECW website: ecwnational.org/resources/stylebook-and-logos/



The ecwnational.org website, *Communique' Magazine*, and *Women in Action* Newsletters are published in Georgia font, as is this document.

Primary text color is Black #000000

The red color used to highlight document sections and for the logo: #8a191b or rgb (138,25,27)

Text font within the ECWlogo: Berlin Sans FM Demi

Communique' Magazine follows the primary black and logo red color pattern used on the ECW website.