

# Foyer Guidelines

Our desire is to help people connect with their church and walk out in the purpose God has for them. Through a variety of promotional tactics, we strive to effectively inform and communicate to our Bayside family about events, initiatives, and holidays.

## **GOALS:**

- 1) Provide a cohesive and engaging weekend experience to all who attend our weekend services.
- 2) To empower and equip ministries with a method to integrate into the weekend service to promote and communicate global and campus-specific activities.
- 3) To minimize information overload and ineffective environment experiences.

## **Guidelines**

Creative Resourcing oversees the foyer experience for all holiday and global events. Creative Resourcing will reserve foyer space in coordination with Ministry Resourcing representatives, and placement will be noted on the Global Snapshot google sheet.

## **Global Ministry Promotions & Initiatives with Foyer Presence**

The team will provide vision and direction for foyer elements and coordinate details with specific ministry resourcing representatives. Once resourcing aligns, details, materials, and guidelines will be provided to all campuses a minimum of 1 week prior to the foyer presence.

- Kids Camp
- XII Conference
- Strategic Partner Initiative
- Missions
- Disaster Relief (as needed)

- Groups - Semester launch
- Bayside College
- Merch Drops - Bayside, Bayside Worship, etc. (as needed)

### **Global Events & Holidays with Foyer Presence**

The following global events and initiatives foyer experience may vary by campus and in these instances, guidelines and non-negotiables will be provided to campuses by the Events Director.

- Mother's Day
- Father's Day
- At the Movies
- Christmas

### **Campus specific foyer promotions and presence**

For weekends where no global events, holidays or initiatives are in the foyer, a campus may choose to promote something specific in their foyer. Examples of this could include Group leader recruitment, Growth Track promotion, etc.

- These additional foyer presence opportunities may not occur more than 2 times in a 3 month period. Our heart is to minimize the saturation of promotions and enable attendees to have clear and concise calls to action.
- Campus Pastors must approve these additional foyer promotions and presences. Signage and materials must be created by Creative Resourcing or should be submitted to Creative for review.
  - Foyer Presence may include the following:
    - Fabric Wall backdrop, flags or pull up banners
    - A high-top or 6-foot table. Rectangular tables must have a fitted tablecloth (preferred) or floor-length tablecloth.
    - Handouts and tabletop signage

**For more information or questions, please reach out to  
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