

UU Princeton Communications Quick Reference

How to share events, announcements, and news

Newsletters

Skylights (Monthly print & email)

Send to: Skylights@uuprinceton.org

Due: 3rd Monday of each month (for the next month)

Best for: Announcements, events, ministry updates, major events

Weekly UU Princeton Newsletter (Email)

Send to: Kirsten@uuprinceton.org or Skylights@uuprinceton.org

Due: Wednesday at 12 noon (for Friday publication)

Best for: Upcoming events, reminders, calls to action

Worship-Related Announcements

Sunday Order of Service (Printed)

Send to: Office@UUPrinceton.org

Due: Wednesday at 12 noon

Best for: Events within the next week

Pulpit Announcements

Contact: Rev. Bill Neely – Bill@UUPrinceton.org

Due: Saturday by 5:00 pm

Best for: Reminders for events within the next two weeks

Less is more: too many announcements or emails reduce effectiveness.

Digital & Visual Communications

UUPrinceton.org Website & SignUpGenius

Contact: Kirsten@uuprinceton.org or Pauline@uuprinceton.org

Allow 3–5 days for updates

Social Media (Facebook & Instagram)

Contact: Kirsten@uuprinceton.org

Send text, photos, and event details

Constant Contact (E-blasts)

Contact: Kirsten@uuprinceton.org or Office@UUPrinceton.org

Used sparingly for urgent messages

Other Options

Bulletin Board Flyers

Groups may post their own flyers; keep them concise and clear.

Room Reservations & Public Calendar

Contact: Office@UUPrinceton.org

Calendar entries are public and unedited. Please ALWAYS INCLUDE a public-facing event title and short description with reservation request.

Quick Tip: Weekly Newsletter → Website if ongoing → Pulpit only if time-sensitive.