

Mission

New Mexico

2020 STATE MISSIONS OFFERING

How to Use The ...

2020 MNM Extra Promotional Materials for October

Since the adjustments to our culture due to the COVID-19 pandemic have changed the way churches circulate information, the following resources provide options beyond those suggested with the traditional resources already provided to promote the Mission New Mexico State Missions Offering. These additional resources include media that corresponds to the four MNM promotional videos already provided.

One suggested use would be to show a traditional video during a live or streamed service and follow up during the week with social media posts or emails using the Extra Promotional Materials for October. The extra promotional materials are described below.

If this document has become separated from the extra promotional materials, they are available for download at bcnm.com/MissionNewMexico.

What's Included

- Four Microsoft Word files with sample email text.
- Four sets of still images that coordinate with the traditional MNM promotional videos

Sample Email Text

Each sample text file coordinates with one of the traditional MNM promotional videos. The videos are available as downloads for showing via computer (with or without an attached large screen/projector) or presentation software system. Access the video downloads at bcnm.com/MissionNewMexico or vimeo.com/bcnmatwork.

The provided sample email text can be used in mass emails to your congregation or in bulletin announcements during the October MNM promotional emphasis (or whenever you choose to use them). To use the sample text, add any introductory material, greetings, or similar elements required for your use.

Still Images

Each set of still images coordinates with one of the traditional MNM promotional videos. See the above information about the sample email text files to download the video files for viewing. The images are all provided in the "jpg" image format. Images are available in several size ratios.

- **4x3 Image Ratio.** This format fits older monitors, screens, and projection systems without distortion or blank spaces on the edges. It is also suitable for printed use in bulletins and emails.
- **16x9 Image Ratio (Full High Definition).** This format fits newer HDMI-based monitors, screens, and projection systems without distortion or blank spaces on the edges. It is also suitable for printed use in bulletins and emails.
- **Facebook Advertisement Ratio (wider than 16x9).** This format meets Facebook requirements for an advertisement that can have a clickable link. It can be used as a "post" on Facebook or other social media platforms that favor a horizontal image, too. It is also suitable for printed use in bulletins and emails.
- **1080 Square Ratio (1x1).** This format meets Instagram's original square posting guidelines. It can also be posted on other social media platforms that favor or allow square images. It is also suitable for printed use in bulletins and emails.

