

Hope Cathedral

Video Announcement Presenter Guidelines

Purpose of Video Announcements

Our weekly video announcements serve as a brief, high-quality highlight reel of what's most important for our church family to know and engage with. The goal is to ****inform, invite, and inspire**** action—whether that's filling out a Connection Card, attending a class, or participating in a church-wide event.

Role of the Presenter

As the presenter, you are the face and voice of Hope Cathedral during our weekend worship experiences. You are not just reading announcements—you're helping people feel welcomed, excited, and connected. You represent our church culture, values, and warmth.

You are expected to:

- Communicate clearly, with energy and authenticity
- Represent the church with excellence (speech, dress, posture, and tone)
- Understand the heart behind each announcement
- Stick to the script while allowing your natural personality to shine through

What Gets Announced on Video?

Each week, we will only feature ****6 video announcements maximum****. This keeps things short, impactful, and easy to digest. Our top priority announcements include:

Core Weekly Announcements (usually 4):

1. Connection Card – Always invite new guests and regular attendees to fill this out.
2. Next Steps Class – Promote spiritual growth and connection to the church.
3. Wednesdays in the Word – Midweek discipleship and Bible study.
4. Hope Groups (when in semester) – Encourage people to join a small group.
 - When out of season, it is not announced and ***is not replaced by another announcement.***

Rotating Features (1–2 slots):

- Church-wide Initiatives – Serve Days, outreach projects, prayer nights.
- Special Events or Conferences – Marriage events, HYA gatherings, etc.
- Outside Ministry Trips – Like a Sight & Sound trip (announced no earlier than 4 months prior to the scheduled date).

Bonus: If a higher-ticket event (e.g., over \$100) is coming up, it may be included up to 4 months out to help families plan and budget.

What About Everything Else?

Any announcements not included in the 6 featured videos will be directed to the **Events Page on the church website**.

The presenter will close the video by saying:

> *“And for everything else happening at Hope Cathedral, scan the QR code to see all of the other opportunities for fellowship and discipleship! You can also visit our website [hopecathedral.com/events](https://www.hopecathedral.com/events) at any time. Let’s continue to lead people to live for Jesus! Now this is the time in our service where we ask you to greet each other however you feel comfortable!”*

This keeps things streamlined and encourages the congregation to stay informed beyond Sunday.

Presenter Best Practices

You can watch the full training video here: <https://www.hopecathedral.com/videoannouncements/>

- Smile and maintain eye contact with the camera
- Speak with energy but do not rush—your tone sets the culture
- Be relatable – speak like you are talking to a friend, not reading a script
- Dress appropriately for Sunday service (neat, church casual/professional)
- Leave editing room – pause between announcements for clean cuts

Final Notes

- All announcements will be sent weekly into the Hope video announcements slack channel. You will receive them ahead of time.
- We are here to help you feel confident and prepared. Practice is encouraged.
- **The goal is to submit the video announcements to be edited by Thursday.**

If you have questions or ideas to make the announcements even more effective, talk to the Video Director or Ministry Lead. Thank you for being a key part of helping our church stay connected and moving forward.