

Proper Care and Feeding of the Church Office

This has been Version 1.0 of our “Proper Care and Feeding of the Church Office.” Please advise us of anything we missed or need to explain further so we can incorporate them into our next version (as if you want us to give you MORE rules). Thank you for reading, and most of all, thank you for following these guidelines.

by *THE CHURCH OFFICE*
Church of the Holy Cross
version 1.0
April, 2004

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CONTACTING US

Office Hours are 9 AM – 5 PM, Monday – Friday.

You can reach the office at **650-591-4447** during those hours, or leave a voice mail after those hours. If we are not here during office hours, it will only be a brief absence, so again, please just leave a voice mail.

If you need to reach Tyke or Hector directly, please call **650-591-5517** – this rings the phone in the Kitchen.

Our fax number is **650-508-9846**. As it is usually obvious who faxes go to, please do NOT send cover sheets. If, however, you are sending one of those rare, non-obvious faxes, please just write the person's name in a corner of what you are faxing.

The office e-mail address is **OFFICE@GOHOLYCROSS.ORG**. Hilton checks this e-mail account, and will forward it on to whomever needs to read it. PLEASE NOTE THAT : We do not read unsolicited file attachments. If you are sending an attachment, send an e-mail beforehand to let us know to expect one from you. Better yet, if you are sending a text attachment, instead, just cut and paste it into the body of your letter.

Please do not come by without calling and making arrangements first.

Please do not drop off mail/notes in the street-side mail box. It is illegal to put anything in U.S. mailboxes that has not gone through the postal service. Instead, please use the brass mail slot next to the church office front door.

Please do not leave packages, donations of clothing, etc. in front of the office door. We DO get strangers coming onto our grounds at every hour. Please consider that nothing left out is secure.

GETTING THE WORD OUT

Flyers - Design

Ideally, each church organization / committee should handle the design and printing of their own flyers (i.e., for distribution on Sunday, for mailing, etc.)

The church office role is only to provide

- (A) the design of the flyer -- we will be happy to create one for you from scratch if you give us the proper info AND at least two weeks notice before the day you will need the flyer
- (B) a redesign of a flyer we created previously for you

Some of you will design your own flyer because you want to lighten the office workload, or simply because you prefer your design to whatever we can produce here – that's appreciated and understood. If you decide to design and print your own flyers . . .

- (A) However, if we will eventually have to use the church copier to print flyers (i.e., for Sunday distribution or for inclusion in *Cross Currents*), PLEASE do not include any large black-colored graphics in your design. Such designs, while eye-catching, will sap our machine of toner (this is what

we are charged for – the more toner we use – like with graphics-heavy documents – the more we pay) and with multiple copying, stress the toner fusing roller (the roller in the copier that “burns” the toner onto the paper – the “blacker” a graphic is, the hotter the roller must get in order to fuse the toner to the paper. And it STAYS hot when printing multiple copies, and this wears out the roller.)

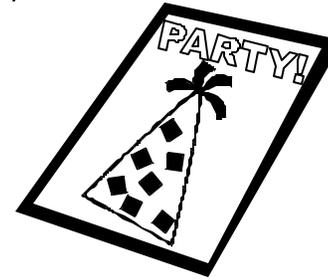
Good and bad examples are shown below :



BAD – too much solid black



OKAY – gray-ed graphic and text



BETTER – outlined graphics and text

Some suggested work-arounds to this are to use

- (1) grays – 40%-60% grays show up fine on copies and stand out just as much as solid black
- (2) line-art graphics – a graphic does not have to be filled-/colored-in to get its point across
- (3) outline text – Block text is just as easy to read in its outline version as in its bold version

If you have a wonderful flyer design which requires such large black-colored graphics, fine – please make copies of these elsewhere and bring them to church.

(B) Obviously, all pertinent information should appear on the flyer. (Sorry we have to do this -- some groups actually DO forget to include such relevant info on their flyers.) Using the “reporter’s rules”, please include :

- (1) **WHO** – who is sponsoring, who may attend
- (2) **WHAT** - name of event, in addition to the name, describe what it is if it is not a “standard” event

- (3) **WHEN** – date and time, include DAY of the week [it is irrelevant to most people if you tell them your event is “December 18” but if you note that it is “Saturday, December 18” they will think, “That’s Saturday night, I CAN go to that event!”]
- (4) **WHERE** – Note : The name of the structure behind the church is “The Fellowship Hall”. If your event is in the Gym, and you don’t want to call it “the Gym”, you may use “The Fellowship Hall” with “Gym” interchangeably. The name of the smaller, carpeted room is “The Oaks” (note the capital “T” in “The”) – NOT “The Oaks Room” or the “Oaks Hall”. If you wish, you can say “The Oaks in the Fellowship Hall”
- (5) **WHY** – this generally can be left out – however, if you explain that your event is a fund-raiser toward a certain goal, that usually inspires donations for your goal, even if the readers do not go to the event.
- (6) **HOW** – explain explicitly how readers can :
 - (a) **get more information about your event.** All church flyers are posted on the church website, so you are welcome to direct readers who want to print out their own copy of the flyer to our site. You may also e-mail to us a paragraph or more of additional information about your event and we can post that along with the link for the flyer. MOST IMPORTANTLY, if you put the church

office phone number down as the contact for information, we MUST have the following beforehand :

- (1’) a copy of the flyer
- (2’) a contact number in case we cannot answer their question
- (3’) as much relevant information as you can think of (that does not appear on the flyer). This usually means projected time of close of event (this is important to the elderly who may need rides/pick ups), projected menu, etc.

- (b) **get reservations.** The church has a merchant credit card account and we CAN accept Visa and MasterCard (only! NO Discover!) as payment. However, we are ding-ed a processing fee per transaction (usually from 3-6% of the charge) and we WILL bill you or deduct that amount from your earnings. Processing credit card payments is usually more work than it is worth. In addition to security issues in taking people’s personal information, the transaction fee you incur does not usually make up for the number of guests you attract by including a payment credit card option.

However, with that in mind, it is usually safer for you to take credit card payments (as opposed to personal checks), if your event costs more than \$50 per guest (this is a random guideline – not a merchant services rule). This is especially true if your event attracts non-church guests. (we know where church members live). You may, in fact, design flyers that you send out to other churches, etc. to include credit card payments (while keeping the Holy Cross flyers just checks and cash.)

(NOTE) : Please Please Please do not put “Please RSVP” on your flyers or invitations - Miss Manners would have a fit.)

Flyers - Mailing

Ideally, each church organization / committee should handle

- (A) the printing, stuffing and posting their own mailings (whether to all parishioners, to a select group of parishioners, or to other churches)

The church office role is only to provide

- (A) labels for the Bay Area churches; for all church parishioners, for a select group of parishioners (i.e., all the men, all the women) [Note : the office maintains the address databases for only a few church organizations – i.e., ORA, Sunday School, Ushers, etc. – if you want us to maintain a database for you, YOU must submit to us a current list, and you must update the information as called for.]
- (B) church envelopes (#10) [the white ones with the red cross logo] along with return envelopes [the beige ones with “efharisto” in the stamp box]

[NOTE: Use of church stationery is restricted. Please check with Father before you make plans on using our stationery.]

- (C) postage for your mailing. This is done through our postage meter machine, which will seal and/or stamp envelopes automatically. To do this through the church office, you MUST adhere to these strict

requirements. Any deviation from these requirements will result in the return of your mailing, untouched by us.

- (1) We must be notified at least two weeks in advance that you will require this service. At that time, we will need to know the weight of your mailing, and how many pieces you will be sending. This is so we can be assured that we have enough postage stored on our machine.

We fund the machine by writing a check, getting the check signed, mailing in the check, waiting for it to clear, and then using a dial-up protocol to put postage into the meter. As a result, there is at LEAST a 7 day time-lag. If you do not let us know two weeks in advance that you will need postage, we may not HAVE enough postage in the machine (we try not to let a large amount just sit in the machine between “scheduled” uses) and we may not be able to fund the machine fast enough to expedite your mailing.

- (2) The mailing must be in an envelope. Sometimes, we receive stacks of mailing that is just a flyer, not in an envelope, but just folded over, with the open end stapled shut. The post office does not recommend sending mailings in this fashion, however, it IS legally acceptable to them. We do NOT recommend

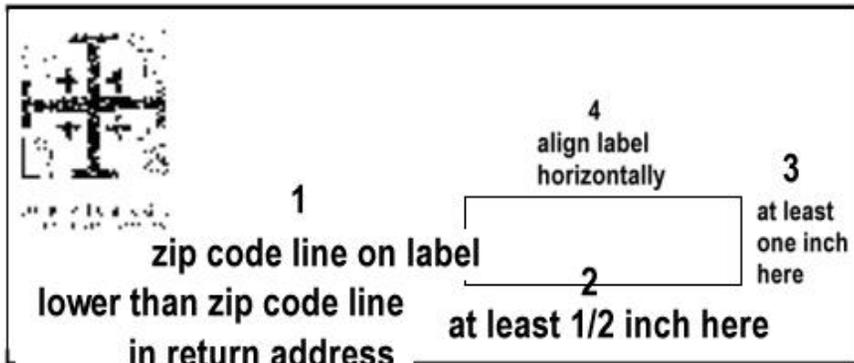
you do your mailings this way because a large percentage of these will not make it through the postal machines during sorting (If you don't believe us, check the dumpsters at the back of any post office. These flimsy mailings get mangled by their automatic sorters and they cannot even determine the mailing or the return address anymore.) What is the point of doing a mailing if half of it does not get there? USE AN ENVELOPE.

A suggested work-around to this is to use thicker paper — use cover/card stock or at least 60 lb. paper and fold carefully so that the mailing is “square” – that no paper corners stick out to catch on their automatic sorters.

- (3) If you label the envelope, the self-adhesive label must be stuck horizontally (not at a 45-degree angle - like ONE church committee likes to do) parallel to the bottom of the envelope.

Please leave at least one inch between the right edge of the envelope and the right edge of the label, and at least one-half inch between the bottom edge of the envelope and the bottom edge of the label [NOTE: this space should be reserved for the USPS for printing that orange-fluorescent bar code thing they use to electronically sort envelopes. DO NOT

print anything – including your organization’s return address — in this space!]

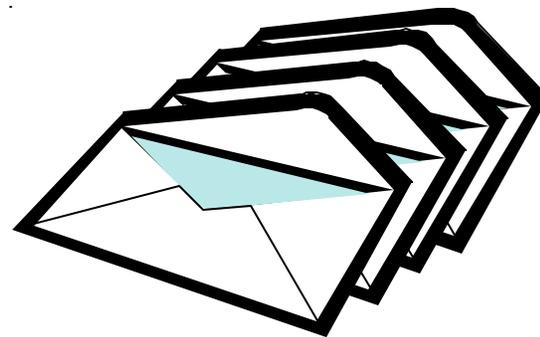


Whatever the case, the **LOWEST** line of the label (the line with the **CITY, STATE, ZIP CODE**) **MUST** be lower than the similar line that appears in the return address logo of your envelope. **THIS IS ESPECIALLY IMPORTANT** if you are using church envelopes (the ones with the red Greek cross). This specific design was created before the post office started using OCR (Optical Character Recognition) technology to read and sort envelopes by zip code. This technology reads the **LOWEST** “readable” line on the envelope, considers it to be the “send to” address, and routes that envelope into the chute that will eventually sort the mail specifically for **THAT** zip code. If you place a “send-to” label **ABOVE** the **CITY, STATE, ZIP CODE** line of the return address of your envelope, the OCR-sorters will read the

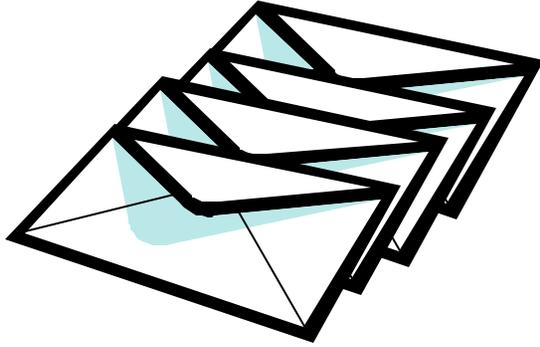
return address line as the “send-to” address and route all your letters back to the church. **THIS HAS HAPPENED BEFORE** – not **ALL** of a mailing, but a significant amount. Our regular postal carrier wound up pulling all these “returns” at the station and hand correcting them. Whatever the case, that particular mailing took a **LONG** time to reach their destination.

- (4) You **MAY** seal the envelopes yourself (do **NOT** give us some sealed and some not – this will slow the whole process down). Or if you want us (the machine) to seal them, the **FLAPS MUST BE DOWN** (folded down like they came in their original box).

If you do not seal the envelopes yourself, please fold flaps down



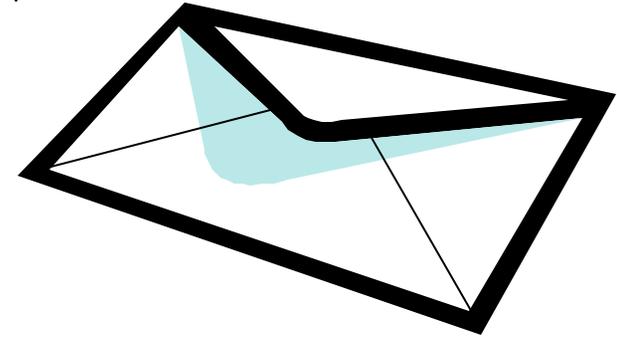
NOT like this



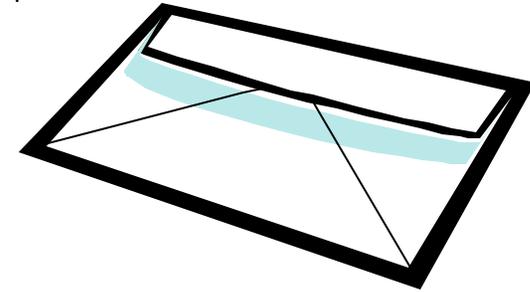
Like THIS

- (5) The envelopes must not be lumpy. Lumpy envelopes will not go through the machine. One packet of raffle tickets is usually fine. But two packets is too much and will jam the machine. Therefore, if you will be including raffle tickets, or other inserts that will cause the envelopes to be lumpy, we suggest you seal and stamp these by hand.

- (6) The envelopes must have “triangle” (angled) flaps. Our machine will not seal, and will jam during stamping, if the envelope flap is rectangular. (These are the kind you usually have with frou-frou invitations and the like.) If you wish to use our postage meter machine, the envelopes must have triangle flaps.



Triangle flaps – GOOD



Rectangular flaps - BAD

sidebar :

Designing your stationery

The church's street address is officially "900 Alameda de las Pulgas." However, the post office allows "900 Alameda". PLEASE DO NOT USE "900 THE ALAMEDA" – the word "THE" is considered an actual "word" in a mailing address and is not correct when referring to Holy Cross – Note : "The Alameda" and "Alameda Street" are technically two different streets.

Our zip code is "94002-1604". Please use the 9-digit zip code. 9-digit zips really decreases the time necessary for mailing.

Cross Currents

The deadline for Cross Currents articles, ads, and inserts is the 26th of the month before the month of publication. You may still turn in items after the deadline, and we will include your items only if there is space, and only if publication has been delayed for other reasons. If indeed you are too late, we will save your article for the next issue. If it seems like your article will become "stale" before the next issue, we will let you know (so you can provide us with an updated article) OR we can just remove it. The basic rule is, turn in your articles before the deadline; keep submitting articles even after the deadline just in case.

Supplemental photographs and artwork are appreciated. Digital files may be sent to the church e-mail address (we prefer JPG or GIF files), otherwise we will be happy to scan (and return) your contributions on the church scanner. PLEASE REMEMBER that photographs scan and print well if there is a range of contrast within the picture. Also, pencil SCANS HORRIBLY – so please do not submit drawings or text in pencil.

All submissions are subject to editing for content and we reserve the right not to include your item for whatever reason.

Sunday Bulletin

The deadline for Sunday Bulletin articles and inserts is 12 Noon on the Friday before the Sunday of publication. NO ITEMS RECEIVED AFTER THAT DEADLINE WILL BE CONSIDERED FOR PUBLICATION.

You all have seen the size and limitations of the average Sunday Bulletin item. PLEASE do not give us four paragraphs worth of STUFF to put in the Bulletin. We CAN edit it down for you, but obviously since we know less about your event than you do, we might edit-out what you think is important. Please limit your Bulletin item to four or five concise sentences at the most.

All submissions are subject to editing for content and we reserve the right not to include your item for whatever reason.

Website

We can also put in a line item about your event on the front page of our website (www.goholycross.org) and/or a listing on our Calendar of Events webpage. A PDF of your flyer may be linked at both pages as well. Please send us the information well in advance of your event (a simple “Sunday Bulletin”-type sentence or two is sufficient, and, if you cannot make PDF’s yourself, a clean hard-copy of your flyer) and we will put it on the site.

EQUIPMENT AND OTHER THINGS

The COPIER in the Religious Education/Greek School office.

- (A) Paper is not stored with that copier because as I'm sure you've all noticed, the room is not insulated so there are severe fluctuations in temperature and humidity during the course of the year – even during a single day. As a result, paper left in that room is affected by atmospheric moisture and can either become extremely dry or extremely wet. Paper at either extreme will NOT go through the copier and will cause jams (you've seen how “wet” paper turns to curl up at the edges). Even if the paper DOES go through, the toner will not “fix” and, as a result, you will get faded, light copies.

Therefore, we TRY to stock the copier with enough paper just before Wednesday, and just before Sunday. We rarely leave more than one ream - 500 sheets – expecting you NOT to have to do that many copies. This machine was intended for moderate use. Considering its torturous environment, 500

copies per week is just about its healthy limit. If you are printing more than 500 copies in a week, PLEASE bring your originals to the church office anytime earlier in the week and we would be HAPPY to do them on our high volume copier – not only do your copies come out clearer, you will be saving lots of wear and tear on the smaller copier.

- (B) Please do not use this copier for personal use. In the times that we have had to clear Monday or Thursday morning jams in this machine, we wind up pulling out shreds of :
- (1) a recipe
 - (2) “directions to Jennifer’s party”
 - (3) an image of a child’s hand or other body part
 - (4) a cut-out comic strip from a recent newspaper
- (C) Also, we keep a running tally of the number of copies printed from this copier (our maintenance agreement requires it). FREQUENTLY, in the past at least, the number of sheets of paper used (based on the amount of paper we leave in, and under, the machine) is FAR exceeded by the number of copies made by the machine (based on its internal counter). This can only mean that the paper we leave is not being used for its intended purpose – we can only guess that it is being taken for classroom use. We ask that you do NOT use this paper for non-copying purposes. This is another reason why only a minimal amount of paper is left in the machine.

SUPPLIES

The church office is NOT Office Depot. We would be **HAPPY** to supply you with whatever you need to make your events successful, but we need advance notice whether it be for paper, staples, glue, whatever. Please be kind enough to give us at least two weeks notice before you will need any such supplies.

Again, we do not like to keep a large inventory of church stationery and stationery envelopes on hand, so again, please give us notice if you will need these. **NOTE**: Use of church stationery is restricted. Please check with Father before you make plans on using our stationery.]

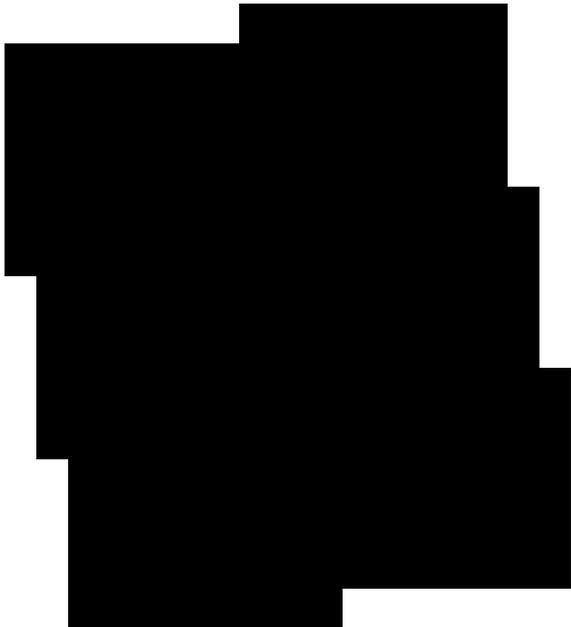
REIMBURSEMENTS

Purchases you make on behalf of the church can be made **ONLY** from original receipts. Please gather these receipts in one envelope, and send or bring that envelope to the church office. On the outside, please remember to put your name and whether you want to pick up the check or have it sent by snail-mail. Reimbursement checks are usually written on Friday (before Noon), signed on Sunday, and distributed on Monday.

FACILITIES USAGE

*Every meeting,
every use of the church facilities,
every use of church equipment . . .*

must be arranged for through the church office. The form “**FACILITIES RESERVATION REQUEST FOR CHURCH ORGANIZATIONS**” is available for this purpose. Organization leaders are asked to fill ONE form out for their regular meetings during the year. For example, Philoptochos would fill one out for their board meetings : “First Tuesdays of the month, September through June, 7:30 PM in the Contos Library”. Information for the other “events” of your organization (ie, the Fashion Show, New Year’s Eve, etc.) must also be submitted on this form, one event per form.



The guidelines on the back of the “**FACILITIES RESERVATION REQUEST FOR CHURCH ORGANIZATIONS**” form are repeated here :

*It is expected that the facilities be left in the condition they were found. Cleaning the Kitchen after any function is **not** the responsibility of the Church custodial crew. If your organization wishes to employ a cleanup crew, independent arrangements must be made through the Facilities Manager. The Halls and Kitchen must be cleaned up immediately after the event, not the following day. If any damage is found or if additional clean-up is necessary, you or your organization will be held responsible and/or charged.*

- (1) Remove all decorations and/or garbage.*
- (2) Any left-over food must be placed in the refrigerator and its disposal arranged for and completed within 2 days. If not, it will be treated as garbage.*
- (3) All refuse must be placed in garbage bags, secured, and deposited in the BFI bin at the rear of the building. Cardboard and paper goods must be broken down and placed in the green bin. Garbage must not be piled on the lid of the bin, or in front of the bin, to allow complete access for the refuse truck.*
- (4) Wipe all tables, counters and sinks in the Halls and Kitchen.*
- (5) Sweep the Gym (or mop if necessary) and/or vacuum The Oaks.*
- (6) Turn off the PA / sound system.*
- (7) Turn off and clean stoves, ovens, and the coffee maker*

- (8) *Wash, clean, put and lock away all appliances, pots, pans, china, utensils, glassware, and flatware.*
- (9) *Schedule drop-off and pickup of rental equipment between the hours of 10:00 AM and 12:00 PM. The Church is not responsible for any rental equipment rented by church organizations or parishioners.*
- (10) *Turn off all lights (including restrooms).*
- (11) *Close and lock all windows and doors. It is your responsibility to make certain that the facility is properly secured at the end of your function.*

The only modification to this rule is Sunday Coffee Hour. Coffee Hour is a ministry of our Philoptochos. While you should of course tell the church office of your plans to sponsor a Coffee Hour (for advertising purposes), you **MUST** check the availability of the day with Philoptochos and then, if it is free, ask for their guidance in holding your Coffee Hour.

IMPERATIVE : No meeting of any kind may take place while a church service is occurring. There is no exception to this rule.