



Grayson Baptist Association

Communication & Promotion Policy

Purpose: The Grayson Baptist Association (GBA) exists to strengthen and equip churches in Grayson County for the purpose of advancing the Gospel. As such, all communication platforms managed by the GBA (email, website, social media, etc.) will be used to promote events and initiatives that align with our collective mission.

This policy is designed to:

- Promote unity, clarity, and fairness among our churches.
- Protect the integrity and focus of the GBA.
- Provide transparency and consistency in what we share and support.

Core Promotion Guidelines: GBA will promote events or initiatives that meet the following criteria:

1. **Ministry-Aligned:** The event serves to equip churches, train leaders, engage the community, or support cooperative missions.
2. **Church or Ministry Sponsored:** The event or fundraiser is connected to a local GBA church, established like-minded¹ ministry, or recognized sending agency.
3. **Clear Accountability:** Funds raised must go through a church, nonprofit, or accountable structure (not personal payment platforms).
4. **Collective Benefit:** The initiative should serve more than an individual; it should aim to build up the broader Body of Christ.
5. **Emergency Efforts:** Emergencies or benevolence-based fundraising efforts for churches, ministry staff or church members affected by life altering situations such as unforeseen illness, accidents, or the loss of property, provided they are coordinated and financially managed in conjunction with a sponsoring church or ministry.

Job Postings & Resumes:

The GBA office regularly receives resumes from ministry leaders seeking positions within local churches. These resumes will be collected and reviewed under the discretion of the GBA staff and will only be shared when they reasonably match the ministry position needs identified by the church.

Churches desiring to advertise an open ministry position through the GBA must complete the **GBA Church Job Posting Form**, available through the association office or website. Only verified submissions will be eligible for distribution or public posting through GBA channels (email, web, or social media).

¹ Like-Minded ministries organizations could be defined as those that hold the beliefs and values of the Baptist Faith & Message 2000 and or those approved by GBA leadership

Communication Requests We Will Not Promote:

- Individual fundraising that is not connected to a church or recognized mission-sending agency.
 - The sharing or mass distribution of individual resumes to area churches outside of a defined church request or formal review process.
 - Direct-to-individual cash requests (e.g., Venmo, Zelle, PayPal, CashApp, ApplePay).
 - Events that lack clarity of purpose, affiliation, or biblical alignment.
 - Personal appreciation events or birthday celebrations hosted or promoted by the individual being honored.
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Examples of Acceptable Promotions:

- A church event promoting key ministries or programs such as VBS, men's/women's retreats, discipleship initiatives, or evangelism efforts—provided the event is open to community participation and aligns with broader ministry goals.
 - A youth rally hosted by a GBA church open to all students in the county.
 - A missionary raising support through their sending church or agency.
 - A college student going on a mission trip through BSM or a church, with funds handled by the sponsoring organization.
 - A conference or event equipping pastors, teachers, or leaders.
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Review Process: All requests for GBA-wide promotion must be submitted to the GBA staff for review at least 1 week in advance. The GBA reserves the right to limit the frequency or scope of promotions to ensure balance across all churches and initial Approval will be based on:

- Alignment with the criteria above
 - Clarity of communication
 - Capacity within the current communication schedule
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Policy Application: This policy applies to:

- GBA-wide email distributions
 - Website postings
 - Social media sharing (Facebook, Instagram, etc.)
 - Event calendar inclusion
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Conclusion: We celebrate the good work God is doing in and through our churches. This policy is not intended to hinder communication, but to ensure that the GBA's public platform is used to glorify Christ and serve the collective good.

Thank you for helping us steward this responsibility with wisdom and integrity.

Approved by GBA Leadership Team 7/24/2025