

# Mission Connections Nuts and Bolts | 2019

**Africa and Middle East/Europe Letter Deadlines:**

★ February 28 ★ April 30 ★ June 30 ★ August 31

**Asia/the Pacific and Latin America/the Caribbean Letter  
Deadlines:**

★ March 29 ★ May 31 ★ July 31 ★ September 30

**Optional Christmas/Greetings Deadline:**

★ December 2

**Note: These optional web-only letters will be logged as  
additional communications.**

**Ellen Sherby**, Coordinator, Mission Connections and Equipping for Mission Involvement: *ellen.sherby@pcusa.org*

**Jennifer Goldberg**, Writing Coach: *jennifer.goldberg@pcusa.org*

**Destini Hodges**, Mission Interpretation Assignment Support:  
*destini.hodges@pcusa.org*

**Sue Budd**, Administrative Assistant: *susan.budd@pcusa.org*

**\*To ensure effective processing of your letter, always mail letters,  
photos, and captions to *mission.connections@pcusa.org***

### What you do:

- **Submit your letters by the deadline. The suggested word count for letters is 750-1100 words.** If your letter is web-only, it may be a bit lengthier.
- **Always submit your letters, photos, and captions to *mission.connections@pcusa.org*.** The Mission Connections inbox is monitored by both Jennifer and Sue to ensure that letters do not get lost in the shuffle.
- **If you do not receive confirmation that we received your letter within two working days, please assume that we did not. Please resend.**
- **Always indicate “web-only,” “print-only,” or “web and print.”** “Print-only” letters are for those serving in sensitive locations, or for letters with sensitive content.
- **Provide a title for your letter.** We will provide a title if you don’t have one.
- **Submit at least 2 high-quality, saved photos and descriptive captions for each photo.** Send photos as attachments; please do not embed photos in Word or pdf documents. Send all photos with captions. In general, print letters can accommodate 2-3 photos. More photos can be used for web letters, but please limit to 10.
- **Always respond in a timely manner when coaching notes are provided for your letter.** Letters requiring coaching will be put on hold until your responses are received.

### What we do:

- **Acknowledge receipt of your letter within 2 working days.** Please resend your letter you do not receive confirmation that we received it.
- **Review all letters for content and coach as needed.** In general, coaching notes should arrive within 2 working days.
- **Complete final copy editing after coaching.**
- **Add links for ECO/DMS giving and *pcusa.org* email contacts.** Donors to your ECO/DMS accounts are automatically added to your mailing list.
- **Format and prepare letters for printing and mailing by PC(USA) mail services.** USPS bulk mailings generally take 7-15 days to reach your readers.
- **Post web letters online within 3 working days of final copy editing.**
- **Email PDFs to you upon completion of letters that are formatted for print.**
- **Maintain mailing lists** and request current list for you before each new mailing.

Protocol for late letters: In consultation with area offices (we understand that extenuating circumstances do arise!), Mission Connections will work with late letters as follows:

- **If your Mission Connections letter is more than 2 working days past your region’s deadline, your letter will be processed and formatted more slowly.** We will prioritize mission co-workers who meet their deadlines.
- **If your letter is more than 5 working days late, we may choose to forego formatting for print and process it as web-only.**
- **If you do not respond to each coaching interaction within 5 working days, your letter will be moved to the end of the queue and will be processed more slowly.**

**\*Always email your letters to *mission.connections@pcusa.org***