

## Event & Communication Planning Guide

### Getting Started:

- Contact the church office to reserve your date, time and space for your event.
- For fundraising events, complete the session approval form.
- Complete space use and AV form (available in the office or on our church website).
- Prepare the *event and communications planning form* within this document and email to the church office [office@firstpreswheaton.org](mailto:office@firstpreswheaton.org).

### Channels of Communication:

There are a variety of communications channels to publicize events and programs of the church. Our goal is to ensure that each event, program or ministry is well communicated to the congregation and community in the appropriate channels.

#### Channel:

#### Lead Time:

- |                                      |  |
|--------------------------------------|--|
| • Weekly Church Life News            | 1-week in advance of publication date  |
| • Weekly E-news                      | 1-week in advance of publication date  |
| • Newsletters                        | 4-weeks in advance of publication date |
| • Facebook                           | 2-weeks in advance of event date       |
| • Website                            | 4-weeks in advance of event date       |
| • Bulletin Inserts                   | 2-weeks in advance of event date       |
| • Posters                            | 4-weeks in advance of event date       |
| • Press Release                      | 6-weeks in advance of event date       |
| • Minute for Mission                 | 4-weeks in advance of event date       |
| • Local Print or Digital Advertising | 8-weeks in advance of event date       |
| • Direct Mail                        | 8-weeks in advance of event date       |

### Online Registration and Payment:

- Payment and registration options are available on our church website. Send your request to the Communications Coordinator with the appropriate information about the event. Please allow 4-weeks for production.

### Paid Advertising:

- Please contact the Communications Committee Chair if you would like to explore paid print or online advertising for your event (paid through the church or event planning team, etc.).

### Community Event Posting:

- Many of the online postings for your event are free. The Communications Committee will use your provided description for public relations activities if requested. If you would like to include graphics/photos or additional information please provide them along with your completed Event and Communication Planning Form. A 6-week lead time for press releases is required.

### Event Photography:

- Photos of your event with a description are also a great way to celebrate your hard work and success with the members of First Pres. Photos must be high resolution original.



**Event and Communications Planning Form**

Submission Date: \_\_\_\_\_

Please submit this form to the church office.

Event Name / Title: \_\_\_\_\_  
 Event Leader: (Name) \_\_\_\_\_  
 (Phone) \_\_\_\_\_ (Email) \_\_\_\_\_  
 Event Purpose / Goal: \_\_\_\_\_  
 Event Date: \_\_\_\_\_ (Start Time) \_\_\_\_\_ (End Time) \_\_\_\_\_  
 Expected Attendance: \_\_\_\_\_

Is this event recurring? If so, please specify:

- Day:  SUN  MON  TUE  WED  THU  FRI  SAT  
 Week:  1<sup>st</sup>  2<sup>nd</sup>  3<sup>rd</sup>  4<sup>th</sup>  5<sup>th</sup>  
 Every Other  One Time Only  Ongoing

**Space Requested:**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Apartment       | <input type="checkbox"/> Sanctuary                  | <input type="checkbox"/> LL102 (Pre-School)  |
| <input type="checkbox"/> Bell Room       | <input type="checkbox"/> Church Grounds             | <input type="checkbox"/> LL103 (2 Year Olds) |
| <input type="checkbox"/> Courtyard       | <input type="checkbox"/> Parking Lot                | <input type="checkbox"/> LL104 (Pre-K)       |
| <input type="checkbox"/> Chapel          | <input type="checkbox"/> Craft Room                 | <input type="checkbox"/> LL105               |
| <input type="checkbox"/> Choir Room      | <input type="checkbox"/> Stewart Hall (Entire Area) | <input type="checkbox"/> LL106               |
| <input type="checkbox"/> Dining Room     | <input type="checkbox"/> 101                        | <input type="checkbox"/> LL107               |
| <input type="checkbox"/> Kitchen         | <input type="checkbox"/> 102                        | <input type="checkbox"/> Sanctuary Hall 1    |
| <input type="checkbox"/> Living Room     | <input type="checkbox"/> 103                        | <input type="checkbox"/> Sanctuary Hall 2    |
| <input type="checkbox"/> Library         | <input type="checkbox"/> 104                        | <input type="checkbox"/> Sanctuary Hall 3    |
| <input type="checkbox"/> Ministry Center | <input type="checkbox"/> 105                        | <input type="checkbox"/> Third Floor         |
| <input type="checkbox"/> Off Site        | <input type="checkbox"/> 106                        | <input type="checkbox"/> Undercroft          |
| <input type="checkbox"/> Resource Center | <input type="checkbox"/> 107                        |  |
| <input type="checkbox"/> Rotunda         | <input type="checkbox"/> LL101 (Pre-School)         |  |

**Equipment Requested:** (Check all that apply.)

- Chairs \_\_\_\_\_
- Tables (Round 4') \_\_\_\_\_
- Tables (Round 6') \_\_\_\_\_
- Tables (Long) \_\_\_\_\_
- Table Clothes \_\_\_\_\_
- Coffee/Tea Service \_\_\_\_\_
- Podium \_\_\_\_\_
- Easel \_\_\_\_\_
- White Board \_\_\_\_\_
- Flip Chart \_\_\_\_\_
- Markers \_\_\_\_\_
- Nametags \_\_\_\_\_
- Paper Products \_\_\_\_\_

Do you need assistance with the room layout and set-up for your event?  
 No  Yes (A facilities team member will follow-up with you to provide assistance.)



**FIRST PRESBYTERIAN CHURCH**  
of Wheaton

**Audio/Video Requested:** (Check all that apply.)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> CD Player           | <input type="checkbox"/> 6' x 6' Screen                | <input type="checkbox"/> Floor Microphone #1 |
| <input type="checkbox"/> DVD Player          | <input type="checkbox"/> 10' x 10' Screen              | <input type="checkbox"/> Floor Microphone #2 |
| <input type="checkbox"/> Laptop Computer     | <input type="checkbox"/> Hand-Held Wireless Microphone | <input type="checkbox"/> Floor Microphone #3 |
| <input type="checkbox"/> Internet Connection | <input type="checkbox"/> Clip-On Wireless Microphone   | <input type="checkbox"/> Other: _____        |
| <input type="checkbox"/> Video Projector     |  |  |

Do you need assistance with the planning, set-up and management of audio/video for your event?

- No    Yes (An AV team member will follow-up with you to provide assistance.)

**Publicity Requested:** (Check all that apply.)

- |  |             |  |
|--|-------------|--|
| <input type="checkbox"/> Weekly Church Life News           | Date: _____ | 1-week in advance of publication date  |
| <input type="checkbox"/> Weekly E-news                     | Date: _____ | 1-week in advance of publication date  |
| <input type="checkbox"/> Newsletters                       | Date: _____ | 4-weeks in advance of publication date |
| <input type="checkbox"/> Facebook                          | Date: _____ | 2-weeks in advance of event date       |
| <input type="checkbox"/> Website                           | Date: _____ | 4-weeks in advance of event date       |
| <input type="checkbox"/> Bulletin Inserts                  | Date: _____ | 2-weeks in advance of event date       |
| <input type="checkbox"/> Posters                           | Date: _____ | 4-weeks in advance of event date       |
| <input type="checkbox"/> Press Release                     | Date: _____ | 6-weeks in advance of event date       |
| <input type="checkbox"/> Minute for Mission                | Date: _____ | 4-weeks in advance of event date       |
| <input type="checkbox"/> Paid Print or Digital Advertising | Date: _____ | 8-weeks in advance of event date       |
| <input type="checkbox"/> Direct Mail                       | Date: _____ | 8-weeks in advance of event date       |
| <input type="checkbox"/> Online Registration               | Date: _____ | 4-weeks in advance of event date       |

Do you need assistance with content and design for your event publicity?

- No    Yes (A communications team member will follow-up with you to provide assistance.)

**Please submit this Planning Form to the church office 3-months prior to your scheduled event.**

If you have questions, or need assistance in completing your Event and Communications Planning Form, please contact the church office at 630-668-5147 or [office@firstpreswheaton.org](mailto:office@firstpreswheaton.org).

**Quick Links / Emails / Contact Info:**

• Communications Coordinator	Caryn Andrews	<a href="mailto:candrews@firstpreswheaton.org">candrews@firstpreswheaton.org</a>
• Communications Committee	Jon Wylie	<a href="mailto:jon-spartan@comcast.net">jon-spartan@comcast.net</a>
• Church Office	Tammy Brokaw	<a href="mailto:office@firstpreswheaton.org">office@firstpreswheaton.org</a>
• AV Request Form		<a href="http://www.firstpreswheaton.org/facility_use">www.firstpreswheaton.org/facility_use</a>