

Ministry Event Planning

PLANNING

- Consider the basics:
 - WHO
 - is this for and who needs to be part of the planning?
 - will be the point of contact for questions?
 - WHAT
 - are you hoping people take away from the experience?
 - do you see this offering connecting to the most -- formation, justice or community/fellowship?
 - HOW will you make it happen (describe resources or logistics needed)
 - WHY is this necessary to be a [specific ministry] event – is it truly specific to your ministry or could it be an offering hosted by your ministry for others?

SCHEDULING

- Check the Saint Mark's Calendar to see what is already scheduled. Avoid scheduling events when something is already scheduled that would have broad parish appeal.
(<https://saintmarks.org/connect/events/>)
- Check with the staff liaison [Erik Donner] to confirm the proposed date does not conflict with events not yet on the SMC calendar and to confirm facility space is free (if applicable).
- If a facility reservation is needed (Leffler, 210 etc.), make sure that this is booked before communicating about the event. There are several ways to do start this request: ask the staff liaison, email Stephen Eddy (seddy@saintmarks.org) or complete this [form](#)

COMMUNICATING

- Submit an [announcement](#) for Sundays and Beyond at least 3-4 weeks outside of the event. Announcements can be submitted before that timeline (just denote when it should start). It's helpful to indicate in the special instructions/comments section to add the event to the website as well. Tip: bookmark this link to keep it easy to find.
- Consider communication channels for sharing the event: Saint Mark's Community Life Facebook, Instagram (contact Michael Perera); an app like Whatsapp or Slack, Email listserve, or by personal invitation. Announcements submitted to S&B are typically shared in the Sunday leaflet news prior to the event.
- RSVPs are helpful. Using the language "RSVPs encouraged, not required" can sometimes help. Alternatively, set up a Google form if an event truly requires information such as food allergies, contact information, transportation coordination or a count for food.
- For events inviting participants to bring an item, such as food, a SignUp Genius can be helpful. There is a Cathedral account available; find a link to using SignUp Genius on www.saintmarks.org/communicationtoolkit