

NUUC Event Communication Best Practices

1. **Begin planning in advance.** Some planning should be done on an annual basis for larger events and programs, but ministry teams should be looking at least 2-3 months in advance when planning ahead, especially with new programming, which requires more marketing and information.
 - a. In the planning phase, ask yourself:
 - Who needs to be consulted on this?
 - What other parts of the church need to provide support for this?
 - Who needs to be consulted? Informed about this plan?
→Then follow up with those parts of the congregation
2. **Choosing Date(s)**
 - a. As you are choosing a date and location for your event/program, check church room availability calendar at <http://northwoodsuu.mhsoftware.com/View.html> (Northwoods Home Page→Rentals and Events Menu→Calendar of Room Availability and Calendar Request Form)
 - b. As soon as you determine a final date, email the Church Administrator and ask her to reserve the room for your specific date and time, as well as how you'd like the event listed on the church calendar.
 - If you will need childcare, let the Administrator know as soon as possible.
3. **One Month Out From Event**
 - a. Email Church Administrator a blurb for the Beacon Bits, including title, name of event and brief description, time, date, location, and point of contact, as well as any other pertinent information.
 - b. (Optional) Ask Church Administrator to create a Facebook Event to publicize your event. This could be done in the internal FB group for members and friends (for member-focused events), or it could be the public church FB page, allowing it to be shared all over Facebook and with outside organizations (events open to community).
 - c. Contact RE Coordinator and RE Chair for events that would appeal to families for inclusion in parent info emails. (Note: This is regarding communication, not collaboration. If you are going to be asking for support from the RE program at your event, initiate that contact in the earliest planning stages, at least two months in advance of the event.)
4. **Two Weeks Before Event:** Ask Church Administrator to include a short announcement in the Order of Service two Sundays before your event or the beginning of your program.
5. **Pulpit Announcement:** (Optional) For events affecting the entire congregation, you can send a BRIEF pulpit announcement to be read by the lay leader the Sunday before your event. Email announcement to Carol Hensel (CarolHen@aol.com) by Thursday.