

How to Get the Word Out about Your SMUUCH Event

After your event is approved, you can follow any or all of the steps below to make sure other church members are aware of what you have planned.

Be sure to include all of the information about your event in each step below. This includes **what, when, where, who, how much, and why** the event is taking place. Graphics (**non-copyrighted**) are always welcome!

Add your event to the church calendar

Contact Jay Hetz in the church office, Hetz@smuuchurch.org, to add your event to the church calendar. That assures that there will be heating or cooling of the area of the church you have selected. The church calendar is available for all members to view on the church website. (*Always check the calendar first before planning an event.*)

Announce it in the weekly email & Sunday Order of Service

Create a 100-125 word announcement for the official church weekly email and the Order of Service. Send this announcement to Deb Markum, markum@smuuchurch.org. This is due to Deb no later than 11:00 a.m. on Wednesdays. These announcements will also appear on the website under “this week.”

Put the event on the church website

Create a document or a flyer with all of the detail of your event and send it to our webmaster, Penny Burdge, at webmaster@smuuchurch.org. If you want a Sign Up Genius for your event, the webmaster will make one for you. Just ask!

Create and display a flyer

Create a flyer for your event! You may post it on the bulletin board in the Fellowship Hall near the Endowment Tree. Flyers may also be distributed at coffee hour and half-page flyers can sometimes be inserted into the Order of Service for church-wide events or activities. You also might consider table tents for coffee hour.

Sunday podium announcement

Prepare a statement of 100 words or less for the worship leader to read. Please note that the number of podium announcements is limited. Events are generally announced two weeks before their scheduled date.

And most importantly — talk it up!!

Post your event on Facebook (our unofficial page is <https://www.facebook.com/groups/102776678828/>), talk to folks at coffee hour, tell your friends to tell their friends. The experts say to “tell people seven times seven ways” — you can never over-communicate if you want your event to be successful!