

How to Schedule and Market Your SMUUCH Event or Meeting

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.

Create your announcement

Create a 100-125 word announcement for the event. Gather your information which includes: **what** is the event, **when** is the event, **where** is the event, **who** is your audience, **how much** does it cost, and **why** the event is taking place, is **child care provided?** Graphics (**non-copyrighted**) are always welcome!

The communications committee will review all events that are open to the larger community before publication in venues open to the larger community such as the church website and the official church Facebook page. Many all-church events may be considered open to the public.

Add your event to the church calendar

Contact Jay Hetz in the church office by email at 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 on the church website www.smuuchurch.org under the Members tab. (*Always check the calendar for schedule conflicts first before planning an event.*)

Schedule childcare, if needed

Contact Rachel Wathen at wathen@smuuchurch.org to schedule childcare. PLEASE NOTE: Childcare may not be available for all events or meetings so check early and discuss with Rachel the childcare options.

Announce it in the weekly email, Sunday Order of Service, church website and TV in the foyer

Send your 100-125 word announcement to Deb Markum, markum@smuuchurch.org NO LATER THAN 10:00am on the Monday before you would like your announcement to run. If you are using Sign Up Genius for your event or activity, be sure to send that link.

Official church Facebook page v. Facebook Group

The church has a Facebook page that has official church events and information listed.

Events made in the unofficial, closed Facebook group (SMUUCH Community) will appear to be hosted by the individual posting the event and not by SMUUCH. Events generated from the official Facebook page will appear to be hosted by the church. If the event is meant to be public and is an official church event, publicity-wise, we would be better served to advertise the event on the official Church Facebook page.

All events that are posted on the official church Facebook page will also be posted on the unofficial Facebook Group.

Internal meetings or events for church members only MUST BE posted to the unofficial Facebook Group by the chair of the event.

Post a sign

Signs may only be affixed to windows and walls by the facility manager or sexton. Create your sign no larger than 8.5 x 11 and email it to Jay Hetz, who will print, laminate, and post your signs in the proper places with non-marring tape. Signs can be displayed four Sundays before an event. Please make sure to take down your signs within a week of the event's end. You may post your sign or flyer on the community board or the fellowship hall white board on the post without assistance.

Create and display a flyer

Create a flyer for your event! Flyers can 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; plastic 8.5x11 holders are available for this purpose. *If you want to affix your flyer to the doors or walls, you must follow instructions for Post a Sign above.*

Sunday podium announcement

Sunday podium announcements are restricted to events that affect the entire church membership. The number of podium announcements is limited and announced two weeks before their scheduled date. Send a statement of 100 words or less to Rev. Rose at revrose@smuuchurch.org by noon Wednesday before the Sunday you would like it announced. Please remember that the number of announcements each Sunday is limited and some announcements may not be made. You will be advised if this is the case.

And most importantly – talk it up!!

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!