

COMMUNICATION ACTION PLAN FOR EVENTS

DATE OF EVENT	GROUP HOSTING EVENT
TIME OF EVENT START: END:	SET UP EVENT DATE(S): TIME:
LOCATION OF EVENT:	AREAS NEEDED FOR EVENT: (Kitchen, Hall, Sanctuary, etc.)
CONTACT PERSON	PHONE
OBJECTIVE & DESCRIPTION OF EVENT	
HOW DOES THE EVENT FOLLOW OUR VISION? <i>Creating a church where children and youth love to attend.</i>	
HOW DOES THE EVENT FOLLOW OUR MISSION? <i>Connecting people with the love and life of Jesus Christ for the transformation of the world.</i>	
ANTICIPATED FINANCIAL COST?	
HOW MANY VOLUNTEERS ARE NEEDED FOR THIS EVENT TO BE SUCCESSFUL?	
EVALUATION TIME – WITHIN A MONTH OF THE EVENT REGROUP AND EVALUATE HOW THE EVENT WENT. REPORT TO THE COUNCIL YOUR EVALUATION INCLUDING WHAT WORKED, WHAT DIDN'T WORK, WHAT WOULD YOU DO DIFFERENT NEXT TIME, AND SHOULD WE CONTINUE OR DISCONTINUE THIS EVENT.	

CREATING A COMMUNICATION PLAN

WHAT ONE-LINE MESSAGE DESCRIBES YOUR EVENT?
HOW WILL YOU DELIVER THE MESSAGE SO PEOPLE SEE IT 6 TIMES, 3 DIFFERENT WAYS? (SEE NEXT PAGE FOR A CHART OF RESOURCES AVAILABLE TO PROMOTE YOUR EVENT.) WEBSITE ADVERTISEMENT IS AUTOMATICALLY INCLUDED IN ADVERTISING AND DOES NOT COUNT AS ONE OF THE 6 TIMES, 3 DIFFERENT WAYS. (You can choose more than 3 ways from the chart but no less than 3.)

(IN) = INTERNAL (EX) = EXTERNAL (\$\$) = MAY REQUIRE A COST					
		WHO	DATE TO BE COMPLETED	ACTUAL DATE COMPLETED	
	WORSHIP BULLETIN INSERTS (IN)				
	VIDEO CLIPS (IN,EX,\$\$) <i>MADE INTERNALLY OR DOWNLOADED</i> <i>Video clips can be played during church or put on website/Facbook with proper copyright release.</i>				
	BULLETIN BOARDS (IN)				
	BULLETIN BOARDS (EX,\$\$) <i>Grocery stores, township marque, etc</i>				
	BROCHURES (IN, EX,\$\$) <i>Brochures can be made internally or externally.</i>				
	ANNOUNCEMENT SLIDES (IN) <i>To be played before church on screens.</i>				
	PERSONAL ANNOUNCEMENT (IN) <i>To be spoken during announcement time during services.</i>				
	SIGNS, POSTERS, FLYERS IN CHURCH & COMMUNITY (IN,EX,\$\$) <i>Flyers can be made internally or externally to be distributed in the community.</i>	Who will make: Who will distribute:			
	ANNOUNCEMENT ON SOCIAL MEDIA ACCOUNTS (IN) <i>Facebook, Twitter, Pintrest</i>				
	ANNOUNCEMENT ON WEBSITE (IN)				
	MASS EMAIL (IN)				
	LINK NEWS LETTER (IN)				
	READ IT (IN)				
	BULLETIN ANNOUNCEMENT (IN)				
	CHURCH MARQUEE (IN)				
	TABLE DISPLAYS (IN)				
	TABLE TENTS IN HALL (IN)				
	PHONE TREE				
	CLOTHING/LOGO (EX,\$\$) <i>Design can be made internally.</i>				
	DOOR HANGERS (IN, EX, \$\$) <i>Door hangers can be ordered from UMCommunications (usually the first 100 are free) labels can be attached to advertise your specific event.</i>	Who will make: Who will distribute:			
	YARD SIGNS (EX, \$\$)				
	BILL BOARDS (EX,\$\$)				
	HANDWRITTEN INVITATIONS				
	PERSONAL VISITS/FACE TO FACE				
	LETTERS				
	BUMPER STICKES/WINDOW DECALS (EX,\$\$) <i>Design can be made internally.</i>				
	NEWS RELEASES (TV/RADIO/PAPER)				

	TV ADVERTISEMENT (EX,\$\$)				
	NEWSPAPER ADVERTISEMENT (EX,\$\$)				
	RADIO ADVERTISING (EX,\$\$)				
	DIRECT MAILING (EX,\$\$)				
	PHOTOGRAPHY				
	FACEBOOK EVENT INVITE (IN)				
	OTHER:				

MARQUEE IN FRONT OF CHURCH																							
												Date(s) you would like _____											
Approx. spaces available: _____												Your name & team _____											
(4th row must always show our service times)																							
Letters available: (cross off 2 of each letter if same message on both sides)																							
A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	B	B	B	B	B	B	B	B	
C	C	C	C	C	C	C	C	D	D	D	D	D	D	D	D	E	E	E	E	E	E	E	
E	E	E	E	E	E	E	E	E	E	F	F	F	F	F	F	F	G	G	G	G	G	G	
G	G	G	G	G	H	H	H	H	H	H	H	H	H	H	I	I	I	I	I	I	I	I	
I	I	I	I	I	I	I	I	J	J	J	J	J	J	K	K	K	K	K	K	K	K	K	
K	L	L	L	L	L	L	L	L	L	L	M	M	M	M	M	M	M	M	M	M	N	N	
N	N	N	N	N	N	N	N	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	
P	P	P	P	P	P	P	P	P	P	Q	Q	Q	Q	R	R	R	R	R	R	R	R	R	
R	R	R	S	S	S	S	S	S	S	S	S	S	S	S	S	T	T	T	T	T	T	T	
T	T	T	T	T	T	U	U	U	U	U	U	U	U	U	U	U	U	V	V	V	V	V	
V	V	V	W	W	W	W	W	W	W	W	X	X	X	X	Y	Y	Y	Y	Y	Y	Y	Y	
Z	Z	Z	Z	1	1	1	1	2	2	2	2	3	3	3	3	4	4	4	4	5	5	5	
5	6	6	6	6	7	7	7	7	8	8	8	8	9	9	9	9	.	.	,	,	!	!	
!	/	/	?	?	&	&	&	&	\$	\$	%	%	-	-	:	:	"	"	"	"			
Additional signs:																							
WELCOME												WELCOME											

HELPFUL HINTS FOR ADVERTISING

PICK A THEME AND STAY WITH THE THEME –

- Staying within a theme creates brand recognition. If your event is advertised with purple and bright green flowers then every time those flowers are seen it will remind people of that event.
- CONSISTENCY, CONSISTENCY, CONSISTENCY!

SIGNAGE/FLYERS/INSERTS –

- It is important to be brief and to the point, make bullet points of the facts, who, what, where, when & why. If you would like to provide a more detailed description of the event consider directing them to the website or a phone number they can contact for more information.
- Items on flyer should be placed so they are easy to read for their expected audience. (ex: if on a bulletin board at a store, make sure type is large enough to read from a distance while walking by)
- Avoid the flyer being too busy, please use graphics but a lot of graphics draw attention away from the reading.
- All externally posted items should include the AUMC banner that includes our name, address, and contact information.
- Not everything has to be centered. Flyers with a graphic centered in the top middle of the page and all the writing is centered below it, leaves a lot of blank space on a page and makes it hard to put like information together such as your bullet points. (See examples of flyers)
- Jennifer, in the office, can assist you with the process of designing a winning flyer, insert or poster.

FOLLOW UP:

- It is important to write a follow up article about your event to communicate it's success. These articles can be published on the church website, Facebook, or in the monthly newsletter.
- PHOTOS. PHOTOS. PHOTOS.
- Bulletin boards are a great way to not only advertise your event but share the success of the event after. This actually helps promote future events.
- After your event sit down with organizers and talk about what went good or bad. Discuss things that worked or didn't work and how you would do it different. Document these ideas. In church life committee chairpersons change every couple of years, so it is helpful for a new committee chair to know what you did and how things worked to be successful.

WHEN TO HAVE AN EVENT:

- ALWAYS schedule your event through the office calendar before setting a date and time for your event. Do not just assume that because your group has done this same event every year on this same date that it is in the office calendar. If it is not on the office calendar you are risking a wedding or other event being scheduled on the day of your event. Office number 989-662-6314.
- Avoid picking days around vacation holidays unless it is specifically for that holiday.
- For a better turn out, consider when the local schools will be on their breaks and people may be out of town on vacation.
- Avoid over scheduling activities. Studies show people will commit to 2-4 hours a week at church that includes worship, Sunday school, fellowship, committee meetings and other activities. . For example, having the UMW Pie sale weekends, a game night, and a big congregational activity such as a potluck, all in the same month may result in low attendance at any of the events.

SHARING YOUR EVENT:

- Flyers at local business, newsletters for the City of Auburn, etc.
- Flyers sent via mail or email to other churches, etc. (The office has a mailing list available.)
- UMC Communications has MANY resources for advertising, including door hangers, UMC commercial videos that can have your event added to the end, mailers, etc. Some of these items are free.
- Don't forget the marquee out in front of the church. See the chart included for submitting what you would like on the marquee . Every letter we have listed is on the chart and each box is approximately how much space you have on each line. Helpful hint, as you plan what you would like to say cross off the letters so you know for sure all the letters are available. If you want it on both sides, cross off 2 of each letter.

PLANNING YOUR EVENT:

- Remember that there are only 52 days a year for internal advertising. You have to think about internal advertising, in terms of Sundays before the event not actual days. If your event is on Sunday, November 22, you want to start advertising by Sunday, October 25 to have at least 4 “days” internal advertising if not more.
- List your event in The Link the month before the event and the month of the event. Even if it is just a teaser ad the month before it still gets a person thinking about it what is coming. (A teaser ad is like a “Save the Date”)
- If you are asking for an RSVP for your event, an RSVP form can be added to the website just for your event. All RSVPs from the site can be emailed from the site to a specified email address.

**18-month look into the future listing all the legal & religious holidays
and any local or church events on the calendar as of 11-9-15.**

JANUARY 2016	FEBRUARY 2016	MARCH 2016	APRIL 2016	MAY 2016	JUNE 2016
1 – New Year’s Day 16 – Private Event Hall & Nursery	10 – Ash Wednesday 13 – OWSO Give Love Gala 14 – Lent begins Valentine’s Day 26 – Echre tourn	5 th – Lunch Around the World 17 – St. Patrick’s Day (Bay City Parade 20 th) 19 – craft day 26 – Food Pantry Holiday baskets 20 – Palm Sunday 24 – Maundy Thurs. 25 – Good Friday 27 – Easter Sunday	23 – Missionary Visit	8 – Mother’s Day 12,13,14 – Auburn Treasure Hunt Days 30 – Memorial Day	19 – Father’s Day 20-24 – OWOS 25 – Private Event Fellowship Hall
JULY 2016	AUGUST 2016	SEPTEMBER 2016	OCTOBER 2016	NOVEMBER 2016	DECEMBER 2016
4 – Independence Day 7-10 – Corn Fest 23 – 28 - VBS	6 – Private Event	5 – Labor Day 11 - Sunday School Kick-Off Blessing of the Backpacks 17 - Wedding	?? - Chili Cook-off 31 – Halloween	6 – All Saints Sunday 11 – Veteran’s Day 19 - Food Pantry Holiday baskets 24 – Thanksgiving 27 - Advent begins	4 – Children’s Christmas Program 17 - Food Pantry Holiday baskets 24 – Christmas Eve 25 – Christmas Day
JANUARY 2017	FEBRUARY 2017	MARCH 2017	APRIL 2017	MAY 2017	JUNE 2017
1 – New Year’s Day	14 – Valentine’s Day	1 – Ash Wednesday	8 - Food Pantry Holiday baskets 9 – Palm Sunday 13 – Maundy Thurs 14 – Good Friday 16 – Easter Sunday	14 – Mother’s Day 29 – Memorial Day	18 – Father’s Day

OPPORTUNITIES

The Church Has Left the Building...

There are many opportunities for your group to get out into the community.

Consider taking advantage of ...

Auburn Treasure Hunt Days, there is so many opportunities to meet our neighbors through this wonderful event that draws people from all the surrounding communities.

- Open the Fellowship Hall or parking lot to have rummage (trunk) sales.
- Invite our neighbors in! Offer shelter from the weather and a place to get warm, maybe a cup of coffee, and a chance to use the bathroom in the the Fellowship Hall.
- Have a snack booth with water and hot coffee, donuts, fruit, chips, popcorn, etc.
- Set up a booth out front to introduce AUMC to the neighborhood. Greet our neighbors and welcome them to attend one of our services or events.

Auburn Santa Fun Festival on December 1st at Auburn Williams Twp. Park.

Movies in the Moonlight during the Summer at Tri-City Furniture. Pre-movie festivities.

Auburn Elementary is always looking for tutors and reading buddies for the kids.

Plan a fun event or game for the Worship in the Park.

Feed the families at J.A.M. dinner.

These are just a few ideas, how many can your group come up with?