SL EVENT PLANNING GUIDE

Title of Event: _____

This is the name of the event/program/announcement. It should give some indication of what is occurring.

Contact person for questions about event: _____

Date(s) of the Event: _____   Day(s) of the week: _____

Remember that Sunday mornings may be convenient for those already attending Saint Luke, but for visitors evenings or Saturdays will typically make your event more accessible.

Start Time: ___: ___ AM/PM   End Time: ___: ___ AM/PM

All events must have a clear start and end time for us to communicate your event. It also helps potential attendees know about how long to anticipate participating & if their schedule allows. Without clear times, many visitors will not attend.

Location: _____

If it is at Saint Luke, please include the room it will be occurring in. Having flexible or changing locations makes an event less friendly for visitors. Consistency = being welcoming when it comes to locations.

Target Demographic: _____

Is there a set population you want to reach? Is this more for Saint Luke attendees or are you trying to focus on engaging visitors?

Is registration required?:   Advanced   Onsite   No

Advanced registration is helpful if event hosts need to know specific numbers in advance for things such as child care or meals. Onsite allows you to gather visitors information for follow up. Whichever you choose, it is important for the registration process to be clear and easy or it will impact attendance.

How do people register: _____

_____

Registration on our website is best for advanced registration. Not only does it avoid the need of personal emails being shared for registration purposes but it ensures that you get all the information you need from those registering. This is especially true for events targeting visitors. For an event targeting regular attendees, registration can also include Connection Cards or a posted sign up sheet. However, these should not take the place of online registration, as many people decide to register when they are not in the building.

What information do we need from attendees:

_____

_____

What is the registration deadline: _____

If you are requiring registration, a deadline must be set. How soon do you need to know numbers for planning? Clearly communicating the deadline helps prompt people to decide to participate.

REMINDERS...

- As you plan, try to think from the perspective of a new community member visiting Saint Luke for the first time. We want them to feel comfortable & welcome.

- Double check the details & solidify the plan. Last minute changes often create confusion, especially for visitors.

- Write out "Saint Luke" instead of using abbreviations. This gives us all consistency and helps new people better recognize us as a church.

- Plan in advance & note the upcoming deadlines.

Submit events by:
- Fall (Sept. 1-Dec. 31)   **June 14**
- Spring (Jan. 1-May 31)   **Nov. 1**
- Summer (June 1-Aug. 31)   **March 15**

Is childcare provided?: _____

Include what ages and the cost if necessary. Is advanced registration required?

Details about your event

In order to communicate your event in a compelling way, specific details need to be solidified. For example, being able to share with potential guests that we will have "face painting, a bounce house, a craft station, live sing-along, and free popsicles" is more motivating & clear than just saying that we will have "free activities & food for children." Consider details such as if special attire is required, any items for sale at the event, or if participants need to bring anything with them.

FOLLOW UP

If you have collected registrations, you may have information from new visitors. This is a great opportunity to engage with them. A simple email, phone call, or letter thanking them for coming and inviting them to another event or Sunday at Saint Luke can go a long way.

How will we follow up? _____

_____

Who is responsible? _____

_____

When will it occur? _____

Timely follow up is essential. Aim to always follow up within 1 week. Follow up is more effective when the event is still fresh in the visitor's mind.

6 Ways to be More Welcoming to Guests:

- Plan in advance. Guests take more time to plan visits.
- Have greeters at the door to welcome and direct people.
- Post clear signs so people know they are in the right spot.
- Smile more!
- Serve refreshments & create space for mingling.
- Clearly communicate that guests are welcome & remind participants to invite their friends in the future.

SPREAD THE WORD

In addition to requesting support through the communication form, be sure to do the following to ensure a successful event!

Who are we personally inviting? _____

_____

_____

Word of mouth personal invitations will always be best. Encourage your team to invite their friends, neighbors, coworkers, etc. Are there any groups or organizations you have a connection with that you can tell about the event? Any places you frequent that have bulletin boards?

What future event do we need to promote?

_____

_____

If your event is reoccurring or affiliated with another upcoming event, you can take a few moments at the end of this event to thank attendees for coming and to publicly share about the next event. You may want to hand out a flyer with details about the next event as attendees leave.

SAINT LUKE
LUTHERAN CHURCH