



NAPA
METHODIST
CHURCH

invite. grow. serve.

EVENT SCHEDULING & PROMOTIONS GUIDEBOOK

Procedural Manual for Scheduling and
Communicating Events to the Napa Methodist
Community

OVERVIEW

Napa Methodist Church is a vibrant, active community with numerous events happening weekly. This Guidebook is intended to ensure all events within the Napa Methodist Community are properly scheduled and effectively communicated to the right audience. Please use these procedures when planning and scheduling your next event; this includes any event or service other than our regularly scheduled 9:30 am and 11:00 am Sunday services (please see "9:30 & 11:00 AM Services" under "Special Considerations" on page 6 of this publication for more information on those). This does include annually occurring events and special services as specific details of those do often vary from year to year and we cannot assume event details.

Our desire and goal is to help you and your events be successful; if you have any questions or concerns, please call or stop by the office.



QUICK REFERENCE SHEET

This is a quick reference sheet for ease of use; please go to the page number listed for each individual question to read the full details on any particular topic.

1. Need to Schedule an Event? Call the office: 707-253-1411 or use the online Event Reservation Request form: <http://napamethodist.org/event-reservation-request/>. **See page 3.**

2. Need to change the time/date of an already scheduled event? Call the office: 707-253-1411. **See page 3.**

3. Do you have an event to promote (via rolling slides, bulletins, Pastor's E-Note, Facebook posts, etc.)? Use the Promotions Request Form: <http://napamethodist.org/promotions-request-form/> (link available on our website under the "Events" tab on the front page). **See pages 4-5.**

4. Do you want special promotion for a unique 9:30 or 11 am service? Email the description of the service you want used to both the Office (office@napamethodist.org) and Media accounts (media@napamethodist.org). **See Page 6.**

5. Do you want to submit a Grapevine Article? Email it to: office@napamethodist.org no later than the Thursday before the last Wednesday of the month. **See page 7.**

6. Do you have a small group that needs a special one time promotion? Use the Promotions Request Form: <http://napamethodist.org/promotions-request-form/>. **See page 8.**

SCHEDULING EVENTS

The Office Manager currently handles the scheduling of all events at the church, including room reservations. There are currently two ways to schedule and request a room for an event:

1. Use our online Event Reservation Request form:

<http://napamethodist.org/event-reservation-request/>

*Please read the instructions carefully and be sure to give all of the requested information.

2. Call the church office at: 707-253-1411.

Once your event is successfully scheduled through either of the methods above, it will be placed on the online church calendar.

Is your event already scheduled and on our online calendar, but you need to make changes? Please call the office: 707-253-1411 to make any adjustments.

Special Equipment Requests: If you have special equipment requests for your event, call the office to discuss your requests. To increase the likelihood that your request can be honored, please call the same day you schedule your event.

Event Setup and Tear Down: The office does not currently staff people to setup or tear down events. Event organizers will be responsible for setting up spaces and making sure they are put back into their original arrangement after the event is over.

PROMOTING EVENTS

After your event has been scheduled and placed on the church calendar, you can submit a **Promotions Request Form** for your event. This form can be accessed at:

<http://napamethodist.org/promotions-request-form/> (or go to the front page of our website, click on the "Events" tab and then click on "Promotions Request Form in the drop-down menu). Please be sure to fully and accurately answer every question; forms submitted with inaccurate and/or incomplete information may result in no promotion, inaccurate promotion, and/or your request form being returned. Additionally, Promotions Request Forms submitted before scheduling and reserving a room will be returned.

The information gathered from this form is necessary for church staff to effectively and accurately communicate your event and must be received at least 30 days prior to the event. This is the minimum time required so that office staff can prioritize workloads and communicate events with enough notice. Furthermore, the first round of promotional materials may not be available for up to 8 days after your Promotion Request Form has been submitted. If you wish to have promotional materials available sooner than three weeks before your event, please submit your request earlier.

While we will do our best, submissions less than 30 days prior to the event may receive little or no promotion. Additionally groups who have submitted forms on time will be given precedence over last minute submissions.

PROMOTING EVENTS

Once the Promotions Request Form is received, church office staff will determine the best methods of promoting the event, depending on the target audience, type of event, and various other factors. Some of these methods may include social media posts, inclusion in Pastor Lee's weekly E-notes, inclusion in the bulletin, submission to Napa Register Calendar, and more.

Whenever possible, imagery and graphics will be included, especially social media and email promotion. To this end, stock photos may be used at our discretion. If you have high quality, high resolution photos and images relevant to your event, you may also attach them with your Promotions Request Form submission. ***If you are sending photos or artwork to be used, please provide proof that you have copyright permissions for this use.***

SPECIAL CONSIDERATIONS

9:30 and 11:00 AM Services: Our two Sunday services times and general descriptions are currently advertised on our website, Facebook page, and in the weekly Napa Register worship notes. If you are planning a unique or special service for one of our regular services that may warrant special promotion, please email a detailed description of the service to both **office@napamethodist.org** and **media@napamethodist.org**). We still request at least 30 days notice before the event to allow for optimal promotion; less notice may result in limited or no promotion.

Flyers: Upon request, we can help with creation and/or printing of flyer or bulletin inserts. The group, ministry, and/or person planning the event will be responsible for distributing the flyers; at the discretion of staff, certain event flyers may also be placed in the 9:30 service church bulletin and disseminated at the 11:00 service. These are only done on special request when noted on your Promotion Request Form. Please note: design and printing of flyers may take up to two weeks.

GRAPEVINE SUBMISSIONS

Grapevine article submissions are a separate process. To submit your article for inclusion in the next monthly Grapevine, email your print-ready article to **office@napamethodist.org**.

Submissions for the next Grapevine are due no later than the Thursday before the last Wednesday of the month (e.g. June 23, 2016; July 21, 2016; August 25, 2016; September 22, 2016, etc).

SMALL GROUPS

While the Communications Staff does not do weekly emails or regular promotions for small groups, we are available to help you grow your group, through the occasional special promotion.

If your small group's recurring meetings are already on the church calendar, simply fill out the Promotions Request Form as detailed in the Promoting Events section of this guidebook, noting in the Event Description section that this is a weekly (or otherwise recurring) event, along with a full description of your group. From there we will develop and implement a one-time promotional strategy for your group.

*Please verify first that your group's meetings are current and accurate on the website calendar. If not accurate, first contact the church office to update your calendar information before filling out the Promotions Request Form.