

APPENDIX C: EVENT PLANNING TEMPLATE

for Lunch & Learns and other events conducted by First Church groups such as Church & Society/Social Justice and Climate Justice

A working document to help plan events with outside speakers and external as well as internal First Church audiences.	Who (fill in who in your group will handle each task)	When (recommended timeline)	Status (in this column, track status of each task as planning proceeds)
Name of your event, date, and time:			
Event organizer or lead:			
Planning			
Check church BREEZE calendar for available dates – then doublecheck with Jackie, and decide on date and time		Preferably 2+ months before event	
Fill out this event form, and make sure event gets listed on church calendar (Breeze): Event Request Form		At least 2 months before event	
Ask church staff to schedule Fellowship Hall and church Zoom account (if event will be available via Zoom)		At least 2 months before event	
Ask Duuna by email and in person after church re: the date and lunch preparation		At least 2 months before event	
Brainstorm and contact potential speakers			
Confirm speaker(s) and email speaker(s) the doc called “Information and Guidelines for Speakers”		Preferably 2 months before event	
<p>Recruit and confirm volunteers to help Duuna prep food, serve lunch, and wash dishes. (If there is no trained dishwasher signed up for event, ask Duuna if we have or if she can order compostable serving-ware approved by Cedar Grove Composting. See links below.)</p> <p>Compostable products sold by Cedar Grove Composting: https://cedar-grove.com/store/packaging</p> <p>Compostable products accepted by Cedar Grove Composting: CMA-I – Compost Manufacturing Alliance – select “CMA-I” in the “Filter by facility process” list on the left side.</p>		4 weeks before event	

Meet with speaker(s) to review event agenda, speaker guidelines, etc.		At least 3 weeks before event	
In email to speaker(s), ask for permission to record event (if that is desired)		At least 2 weeks before event	
Decide who will facilitate event		4 weeks before event	
Confirm volunteer (and a backup) to handle technology: Includes preparation (testing, etc.), handling all tech during event, and recording		4 weeks before event	
Prepare event agenda to settle on sequence and amount of time for each segment		2 or 3 weeks before event	
Prep facilitator talking points / Finalize day before event		1 weeks before event	
For food prep: Check Breeze to see number of in-person attendees. Share the number with Duuna no later than 5 p.m. on the Friday before a Sun. lunch event.		1 week before event and just before event	
Decide on Fellowship Hall layout (2 setups – rows or U-shaped - available depending on the number of attendees)		1 week before event	
Ask Jackie or Sue who will lead Shared Breakfast the day of the event – and ask them to email that lead (and copy you) to request table and chair layout of Fellowship Hall		1 week before event / Remind SB lead 2 days before event	
Finalize list of “day of event” volunteer assignments (below) – and email the final list to all volunteers		One week before event	
Outreach/ Promotion – internal			
Complete news/publicity form: *News/Publicity Request Form* -- https://firstchurchseattle.breezechms.com/form/event-request54 - If promotional writeups for church bulletin, newsletter/website are ready, include them in the form. If not, let Gina know you will send when they are ready.		Preferably 2 months before event	
Prepare and send 3 items to Gina: (1) Church newsletter article. (The same write-up will be used for website event notice.) (2) Revise standard registration form tailored to event. (3) Text for an email confirmation with links (such as a Zoom link). Ask Gina to use church email address to send confirmation email. Request personal confirmation (not just automatic confirmation reply to event form) that Gina received these items. Text Gina at 206-240-5257.		At least 6 weeks before event	

Write short (3 sentence max) blurb for church bulletin. Include in event form or email to Gina and Jackie.		At least 4 weeks before event	
Write short text (event title, date, time, speaker) for FB posting – and send to Gina with an image.		At least 4 weeks before event	
Ask Gina to share FB posting with Vintners and other church groups.		At least 3 weeks before event	
Decide who will make announcements at worship (and dates the announcements will be made). Write announcements to share during worship – and send to the announce and copy pastors.		At least 3 weeks before event	
Write text for reminder email to be sent to event registrants. Ask Dale for sample email reminders. Include the event’s ZOOM link near top of email.		2 weeks before event	
Ask Gina to use church email address to send an automatic email reminder either 1 week or 1 day before event. Send Gina email content and subject line for the reminder email. Email Gina to remind her about this.		2 weeks before event	
Outreach/Promotion – external			
Email event promotion to relevant partner organizations, other churches, etc.		At least 5 weeks before event	
Email church groups as relevant to remind them to register. Encourage them to invite friends, neighbors, family, and folks they know at church. Include sample email invite.		At least 3 weeks before event	
Day of event		BACK UPS	NOTES
Set up Fellowship Hall by 11:00 a.m.	Shared Breakfast leader(s)		Have backups in case SB folks did not set up
Help Duuna prepare and serve food			At least 4 people
Place index cards and pens on tables (one card for each attendee and 2 pens per table) for participants to write down questions for the speaker(s).			
Set up and handle tech (Zoom, mikes, etc.), mute or remove disruptive Zoom attendees, record event, place link to recording in the “cloud.”			Set up and test tech before the worship service
Ask a Trustee or Admin or Finance member to set out the donation box with a sign on the food table and then lock it			

up after the event. If that is not possible, ask a pastor to handle this.			
Watch for and greet speaker(s), have them practice using the mike in Fellowship Hall, invite them to eat lunch.			Mike practice & testing is important
Round people up in Narthex to encourage them to join us in Fellowship Hall.			
Prior to admitting Zoom attendees: Pray before lunch and invite people to eat.			Mention \$5 donation
Facilitator – Welcome, introduce speaker(s), wrap up (see below)			
Look for and collect index cards with questions – and bring to facilitator			1 or 2 people
Moderate Q&A - ask speakers questions from index cards and CHAT			
Share opportunities for action		-	
Wrap up: Thank presenter(s) & attendees / Mention follow-up email with resources (if applicable) / Mention relevant upcoming events.			
Help in-person attendees to sort garbage, organics, recyclables, etc.			1 person
Clean-up: Wash dishes. Wipe down tables. Stack chairs. Place garbage, recyclables, and organics in hallway outside kitchen, under the stairs. (After Zoom recording ends, ask attendees to help wipe tables and stack chairs.)			Dishes: 1 person. Help dry/put away: 1 person. Other clean-up: 6+ people.
After event			NOTES
Thank speaker(s) via email		Day after	
If desired: Write a church newsletter article (event summary w/links to resources) and send it to Gina.		Preferably within one week after event	Newsletter deadline: Noon on Thursday
If promised at event: Write an email for church communications staff (Gina) to send to all registrants from church email address – and include any links to film(s), organizations, etc. / Include link to event video (if event was recorded)		Preferably within one week after event	

