

Events Team Operating Guidelines

Function:

The Events Team serves three functions: Fellowship, Stewardship, and Outreach. Events are planned that will raise funds for UUTC, support initiatives in our community that are in line with our Principles, and provide an opportunity for Members and Friends not only to enjoy the event, but to share UUTC with the local community.

Responsibilities:

The Events Team will “book” a minimum of five income-producing events a year. The Events Team will plan and execute these events for both fiscal and community impact.

The Administrator, on behalf of the Events Team, will post these events to the UUTC website, newsletter, order of service, Facebook Page, Twitter account and the Transylvania Times Online Community Calendar.

Membership:

Members of the Events Team can be Members, Friends or Visitors. The Leader of the Events Team must be a Member or Friend of UUTC. Leaders must follow the rotation schedule in the UUTC Policy Manual.

Operating Procedures:

Scheduling and Communications

Email is the official communication tool of the Events Team. All communications within the Team must be copied to the Administrator. The Administrator will inform the Team of any potential conflicts on the calendar for desired events, and may deny the scheduling of an event, based on other strategic calendar needs. Only the Administrator may book an event, per UUTC policy.

Vetting of Events

When artists approach UUTC for a venue, information about the artist will be sent to all Team Members. Team Members will evaluate media provided by the artist to determine if they believe the artist to be a good fit for UUTC. Consensus will be sought, and the Administrator will be informed whether to schedule the artist or not.

A/V Tech

The Events Team will coordinate with the A/V Technology Team to determine who will run sound for the event. If no one trained is available to serve, Events may hire UUTC's A/V Tech Kevin Smith to run sound at a cost of \$50.

If an event requires the use of the projector as well as the sound system, the operator must be informed a week in advance. The Events Team will request any material to be projected be provided to the Administrator at the time of the sound check (if not before).

UUTC's sound system will be the “default” system of use, to ensure that those with hearing deficits can take advantage of our amplification system. Only if the performer insists will his/her mixer and speakers be used.

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At the end of each event, all sound equipment will be returned to its proper spot and in good order.

Event Promotion

No later than two weeks prior to each event, press packets are sent to the Transylvania Times and WSQL Radio. For WSQL, this packet will include a short script that can be read on air. The packet for the Times includes high-resolution images, web links to the UUTC Calendar entry and performer websites and a document supplied by the performer with current press kudos.

Social media promotion of the event begins no later than two weeks prior to each event. This promotion is to be done by the Administrator, and then shared by as many members of the Events Team as can do so. A repeat of this exposure is done the week of the event.

Flyers and posters for the event should go up no later than two weeks before the event. Benefit event posters will be shared with benefit partners to increase interest and coverage for the event and reduce the reproduction costs for UUTC.

Refreshment Sales

Events Team members will plan for intermission refreshments on events where the performer has requested an intermission. These plans will include set up, people to serve and the acquisition or preparation of refreshments.

The Events Team may partner with any other Team that wishes to raise funds to provide refreshments for an event. The Team providing refreshments and providing volunteers to sell them will receive all refreshment proceeds after sales tax is taken out.

Monies from these sales will be documented on the **UUTC Events Tally Sheet** that is completed for every event.

Event Coordinator

An Event Coordinator will be named for each event—this may be the Administrator, if available.

The Event Coordinator will verify that the Administrator has collected W9s and contracts or email commitments from performers at least a week prior to the event. W9s must be in the hands of the bookkeeper the Wednesday before an event in order to prepare check(s) for the event ahead of time.

The Event Coordinator will communicate with the artist(s) prior to the event to determine needs, and on the day of the event, will assist the artist(s) in setup personally or arrange for assistance from other members.

The Event Coordinator will ensure that the building is prepared for the event and that sound checks and other accommodations are completed on a schedule that respects both the artists and the needs of the Team. The Event Coordinator will also see that the building is restored to order and secured (lights off, doors locked) before leaving the event.

The Event Coordinator will introduce the event artist(s) to the audience (or delegate the responsibility to another Team member), and will present payment to the artist(s) after the event is completed.

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Reservations for Events

The Administrator, as ex officio member of the Events Team, will set up online registration for all events and record call-in reservations to this online database. Prior to the doors opening for the event, this spreadsheet will be printed for use by other members of the Events Team in recording pre-paid and at-the-door registrations. In the event that the Administrator is unavailable for the evening of the event, a designated member of the Team will assume this responsibility.

Handling of Funds

The Administrator (or designated coordinator) will complete the pre-registration portions of the **UUTC Events Tally Sheet**, including the percentage split and other relevant and available data.

The Administrator or designated coordinator will ensure that \$100 in small bills will be available at the door to facilitate donations and refreshment sales. Designated members of the Events Team will greet event attendees at the door and accept donations via cash, check or credit card, using the Registration Spreadsheet to verify advance sales.

After refreshment sales are complete, \$100 can be returned to the cash box and the cash box secured back into the Administrator's file cabinet. When all remaining funds have been counted and verified by a second member of the Events Team, they will be labeled with totals, bundled and dropped into the wall-mounted cash box in the AV room.

Event Contract

To be completed....