

St. John Event Communications

Event Owner has oversight – responsible for asking when things will happen and knowing the big picture. This is probably the corresponding Dept. Chair.

Event Date should be added to the Master Calendar via Sandy Crowe (scrowe@stjohnwheaton.org) as soon as possible.

Deploy date is the date that communications are ready across all channels (LT, pre-service announcements, face-to-face, phone, text, e-mail, website, social media, commons TVs, postcards). A schedule for communications up to the event date is prepared. This schedule and all comm. materials are sent to Pr. Buchs.

LT info date is the date by which the Life Together text and event details are ready so that messaging can be uniform and any design work can begin.
Life Together information and the deploy date should be distributed to Sandy Crowe and the designer.

Volunteer help describes the number of people needed to fill various general job descriptions (i.e. moving tables & chairs, decorating, spreading the word, and, perhaps most importantly, recruiting and organizing the volunteers). This information, sent to Pr. Buchs, will be used to produce a list of folks with contact information who can be solicited for help.

Design notes:

Katie Licht (katielicht@gmail.com) may be contacted to request any design work.

If another designer is used, ask Pr. Buchs for design parameters to fit our communication channels.

Updated copies of this form should be distributed at GB meetings to keep everyone in the loop.

Event name: _____

Event owner: _____

Event date: _____

Deploy date: _____ **(8 weeks before event date)**

LT info date: _____ **(11 weeks before event date)**

Volunteer help needed:

Other roles filled: