St. Paul's
EPISCOPAL CHURCH

Short Guide for Planning and Promoting an event at St. Paul's

Planning an Event

The most important contact information for you to remember is for our parish administrative assistants, Kathy (Monday & Tuesday) or Cameron (Wednesday & Thursdays), as they are the glue that connects all of our ministry and parish operations together. They can be reached at 615-893-3780, frontoffice@stpaulsmurfreesboro.org, or by stopping by Monday – Thursday 8:30 a.m. – 4:30 p.m.

In-Person Event

1. Once your ministry or church program has an idea for a program reach out to the parish office to speak with either Kathy or Cameron (contact information above). They will look at the church internal calendar to see if your desired date flows with the church-wide planning calendar and then look at the facilities calendar to help you appropriately reserve space for your event. All reservations are ultimately approved by the Rector or Parish Administrator. With them being aware of all events on campus, including non-St. Paul's events, they can help you avoid a scheduling conflict.
    a. When reserving your space be sure to provide time for setting up for your event, the actual event and then clean up.
    b. Appoint a point person for entering/opening and closing the building for event set-up, the actual event, and after clean-up. In the event you do not have a key to the building one can be loaned from the front office. It is imperative that doors are checked to make sure they are locked before leaving to ensure the safety of our campus.
    c. Sharing with them your needs for your event is essential (tables, chairs, a/v, request for nursery workers, additional parking, use of kitchen)
        i. The church owns a limited number of 6' rectangular tables, 8' round tables, and chairs. Therefore, when multiple events are taking place, we can coordinate with our Sexton, Arymn Kallhoff or TiAndrea Watkins, appropriately so that each space has the items needed. Please do not pull chairs from a room to accommodate what you need as they may have been set-up for event that is about to take place that day or the next.
        ii. If you wish to provide nursery service during your event contact Dierdri Matteson, Nursery Director and Special Education Coordinator at dierdri.matteson@stpaulsmurfreesboro.org. Two-weeks' notice is necessary for her to schedule and confirm her staff.
        iii. Audio/Visuals – Our facility has audio/visual equipment necessary to support most event needs. Upon requesting your event note your AV needs so that we can best work with our tech team to ensure what you need is available, working, and that someone can meet with you in advance to teach you how to be self-operating at the time of your event. Please note we only have livestream capability in the Nave. If you desire an event or meeting to be hybrid of online and in-person please discuss with Kathy or Cameron.
        iv. Cleaning up – Our Sexton's job is to do regular cleaning of floors, dusting, bathrooms, and deep cleans.
            1. Your ministry is responsible to tidy the space used after your event. Cleaning the kitchen in order to leave it how you found (includes cleaning all prep stations, sink, washing and putting away all dishes/utensils, and returning pantry items to where they belong). If you feel there will be larger cleaning needs discuss with the front office for us to coordinate how our sextons, can support the cleanliness of the space after or before an event.

2. Please note you are responsible for taking out the trash after your event (especially if it is food debris). There is not a dumpster on-site, though there are several trash bins in the garbage corral located by the ramp in the courtyard parking lot. There is one for recycling and blue bags must be used with it. Otherwise try to fill trash bins until one is full before putting trash bags in another bin.

d. Need to create an event sign-up using Signup Genius? Cameron & Kathy can assist with your event.
e. Kitchen (also see the Kitchen & Pantry Use Guidelines)
    i. Pantry needs – Jerry Redditt (jerryredditt@yahoo.com) is currently in charge of the pantry and storage locations on campus. Before your event contact her and she will go over how to mark the items (napkins, cups, spices, etc) plus the quantity needed prior to your event. This also assists her in restocking the pantry adequately and in a timely manner. As well as, keep adequate products in place for back-to-back events.
    ii. Do not put food in the refrigerator after your event is over to leave for someone else, unless you have arranged for the use of it for another program. Label it with a note on the item to designate who will use in a timely manner. Otherwise, it stays for someone else to clean up and that is not acceptable.
    iii. Use of the kitchen equipment – prior to an event, if you do not feel comfortable to use the commercial kitchen equipment schedule time to meet with either Jerry Redditt to learn how to use and clean the commercial stove, sinks, and dishwasher.
    iv. Coffee – our coffee machines are checked and cleaned each Wednesday by the women in the Wednesday Morning Bible Study. They restock product as needed and monitor stock based on upcoming event calendar. The product used has to be ordered in advance, as it does not use normal coffee grounds. Therefore, if your event specifically think you will have a demand for coffee let the front office know.
    v. Floral arrangements – The Flower Guild is able to provide flower arrangements for events at the cost of the stems and hardgoods (like oasis, ribbon, etc). In order for items to be ordered and allotted in adequate time requests must be made and confirmed with Sudi Luboniecki at least two weeks prior to the event. For specifics of arrangements, she can share photos of past event centerpieces, table arrangements, podium, etc.
    vi. Storage on campus - Before you decide to leave anything on campus either before your event or after please check with the front office. They will check the calendar, with Jerry Redditt, and with one of our Sextons, Arymn or TiAndrea to make sure that it is approved, does not conflict with another facility use, or will be in the way of another event or in a Fire Marshall approved location.

<u>Online Event</u>

2. Cameron and Kathy can also assist you with scheduling and setting up your online meeting and/or event.
    a. They run the parish Zoom account and can schedule a meeting or online event as long as that particular date and time are not already taken. Please email them your event details and they will get back with you to assist.
3. Would you like your event in the Nave to livestream to either a private link or directly to Youtube/Vimeo?

a. Email the Kathy and Cameron your request and they will communicate with the tech team to coordinate your request.

Promoting an Event

One you get your event on the calendar, your next step is to promote it.

Your options include:

- Send a short blurb (no more than 150 words) to Cameron and Kathy via email.
  - You may include high quality graphics, they can accept EPS, JPG or PNG format.
  - Documents, if needed, can be attached posts or in emails, try to send PDFs if possible as they are easiest for everyone to read.
- This blurb will then be:
  - Put into the weekly Friday email called the eblast. Cut off time for your information/event to be included is the Monday prior by 10am. We will only run events for a couple of weeks before, unless there is a need for an advance sign-up to participate (then the run time will be discussed with you on a case-by-case basis).
  - The front office will also share with the Communications Team:
    - Our Social Media Coordinator, will generates posts using the information shared on our Facebook Page, Parents Facebook Page, and Instagram.
    - Cameron Timmons in the front office will list events on the church website
    - Rectors will be made abreast of upcoming events and will choose to share some of them from the altar announcements on Sunday morning
    - Stacy Clark, Communications Director
      - Semi-Annual Church Program Bookmark is mailed out to all parishioners by August 1 and December 15. You event information can be included if shared by:
        - fall program's event information and date shared by July 15
        - spring programs' event information and date shared by December 1
      - When we produce a monthly newsletter, she can include your event date and/or information.
      - Potentially produce a parish hall and nursery wing tv monitor slide for passive promotion.
  - Shared with our Youth Ministry Coordinator, Cameron Timmons, for her to distribute the information to the youth groups.

Do not hesitate to reach out to the Front Office staff, Kathy or Cameron, for assistance. There are no dumb questions. There will either answer your question or connect you with the right person who can best assist. Our parish office staff are here to support you and your ministry.