



Event Publicity Planning Guide

Getting Started:

1. Designate a point person for event publicity
2. Verify approval for event (Session approval may be needed for fundraising)
3. Contact the church office to reserve space
4. Complete space request form (available in the office or on our website)
5. Complete AV request form - must be made 4 weeks in advance (available in the office or on our website)
6. Prepare the Event Publicity Planning Form (attached) and submit to the church office

Key Deadlines:

- Event planning and publicity should begin 3 months prior to the event date
- Church Life Sunday Announcements are due the Tuesday prior to the Sunday the ad will run
- Newsletter articles are due the 15th of the prior month

Options to Consider:

Online Registration & Payment

Payment and Registration options are available on our church website. Send your request to the Communications Coordinator, and please include a copy of your Event Publicity Planning Form.

Inserts / Posters

We can create posters, flyers or inserts for your event with the information provided. You should plan on a 2-week time frame from submission to first proof. Allow additional time for potential changes after this time. Your committee will be responsible for distributing the posters. There is a cost for color printing, please inquire if interested.

Paid Advertising

Please contact the Communications Committee Chair if you would like to explore paid print or online advertising for your event.

Press Release / Internet Posting

Many of the online postings for your event are free. The Communications Committee will use your provided description for public relations activities if requested. If you would like to include graphics/photos or additional information please provide them along with your completed Event Publicity Planning Form. A 6-week lead time for press releases is required.

Minute for Mission

If your event is Mission related and you would like to request a Minute for Mission during Worship please email David Lincoln for guidelines and available dates.



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Post Event Follow Up

As you plan and ultimately wrap up your event, please keep a notebook of information to be handed down to the next Event Coordinator. A post event committee meeting to determine what worked and what could be improved is very helpful. Do you know the date of next year's event? Let's get it on the calendar and start planning!

Event Photography

Photos of your event with a description are also a great way to celebrate your hard work and success with the members of First Pres. We can supply you with names of church members who can provide photography services. Please email information to the Communications Coordinator for inclusion in the weekly e-news and monthly newsletter and possibly in outside media.

Quick Links / Emails / Contact Info:

Communications Coordinator	Caryn Andrews	carynandrews@firstpreswheaton.org
Communications Committee	Jon Wylie	jon-spartan@comcast.net
Director of Music	Kedrick Armstong	karmstrong@firstpreswheaton.org
Office Administrator	Lisa Linebarger	
Office Administrator	Janet Rynne	
Church Office		office@firstpreswheaton.org
Space Request Form		www.firstpreswheaton.org/facility_use
AV Request Form		www.firstpreswheaton.org/facility_use
Church Website		www.firstpreswheaton.org



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<input type="checkbox"/>	Event Title:	
<input type="checkbox"/>	Event Date:	
<input type="checkbox"/>	Start & End Time:	
<input type="checkbox"/>	Is It Recurring (note specific dates/times):	
<input type="checkbox"/>	Registration Deadline:	
<input type="checkbox"/>	Church Location (i.e. Stewart Hall) or Outside Venue (name and address):	
<input type="checkbox"/>	Registration Fee? If so, how is it to be paid (i.e. in person, online, etc.)	
<input type="checkbox"/>	Fundraiser? Did Session approve? What group(s) benefits?	
<input type="checkbox"/>	Target Audience? (i.e. church members only or community? Children, young adults, adults, seniors, or all?):	
<input type="checkbox"/>	Publicity Contact Person (name, phone, email):	
<input type="checkbox"/>	Contact information to use in newspapers and websites (if different than or in addition to above)	
<input type="checkbox"/>	Photos or Graphics for Publicity Provided (attach or submit via email):	
	Please use this space for other comments/information that can help us prepare a great communications plan for you.	

Please submit this Planning Form to the church office 3-months prior to your scheduled event.

If you have questions, or need assistance in completing your Event Publicity Planning Form, please contact the church office at 630-668-5147 or office@firstpreswheaton.org