

**Planning an Event?**  
**The Community Relations Committee would love to help you!**

Planning the Event

You've got a great idea for an event! Now, talk with a few other parishioners to "test drive" your idea:

- Does it meet a need?
- Would people be interested in participating/attending?
- Are there enough people willing and able to help out?

Then contact the office or clergy. They will discuss with you:

- Whether another group is already doing this, planning it, or doing something very similar.
- If it conflicts with other events being planned.
- If it is compatible with the values of St. Anne's.
- What dates/timeframes are available.

Armed with this information, flesh out the plans. You are encouraged to form a committee to help you with this: there is the benefit of getting input from others as well as having a core group to work on the event itself.

- What is the purpose of the event?
- How does this event promote our mission to be a family living and growing in Christ?
- Is the event strictly for parishioners, is the community invited, or is it mainly for the community?
- What will be needed for planning and implementing the event?
- How many people will you need to pull it off?
- What minimum/maximum number of attendees expected or required?
- Is this one time or recurring?
- If this is a fundraiser, who will benefit from the proceeds?
- If costs are involved, how will those costs be covered?
- What is the best date/time/location (pending office approval)

Once you have these questions answered, it's time to check back in with the office and clergy. They will provide feedback, and if the event goes forward, will work with you to set a date, time and location.

Now its time to get to work!

While you are working on the nitty-gritty of putting on an event, our Admin Assistant will work closely with you to promote the event. The Community Relations Committee has developed procedures to assist you in promoting the event to the parish and the community. While you can do this on your own, by taking advantage of the services offered your event promotion will have a consistent look, quality materials will be displayed in the parish, and it will be promoted on multiple digital platforms.

You will need to provide the content, and we will do the promotions, such as:

- Designing and printing posters, sign-up sheets or fliers
- Putting the event on our website and Facebook pages
- Publishing it in the monthly Good News and weekly bulletin
- If appropriate, listing the event on public online calendars and Diocesan newsletters, and sharing it with the local news media and area churches

Things to remember:

- Be sure to let office know of any changes to dates, times or other details.
- You are responsible for providing all the verbiage for announcements, posters and so on; we provide the formatting, production and marketing. You are also responsible for proofing all materials and for checking the online calendar for accuracy. “
- With the amount of communications flowing through the office, please be considerate: Use the subject line in your email to alert the Admin Assistant of the contents: eg. “[Event Name] – change in time” or “[Event Name] – announcement change.”
- It is also important to remember that promoting an event takes time: some items need to be done four to six weeks in advance, some materials take time to produce, be proofed, and put into final formats. The less time you give us, the less we’ll be able to do!

After your event:

The Community Relations Committee will contact you after the event. We will be interested in knowing:

- Number attending
- Non-Parishioners attending
- How attendees heard about the event
- Effectiveness of materials
- Considerations for next time

Questions?

Please contact the Admin Assistant or clergy if you have any questions! You can reach the Admin Assistant by calling 920-336-9571 or emailing [stannesoffice@sbcglobal.net](mailto:stannesoffice@sbcglobal.net).