



How to Plan, Schedule, and Publicize your UUCB event

Karen Armstrong, UUCB Office Administrator

How to Schedule an Event

- To schedule an event, first check the UUCB calendar for any obvious conflicts. A conflict could be an event happening at the same time which will take attendees away from your event.
- In addition to conflicts on the desired day of your event, look at the weeks before and after for large events or fundraisers that may result in over-scheduling.
- If you don't see any conflicts, call or email Karen to schedule.
- Please do not publicize your event, post a sign-up sheet or submit announcements about your event before formally scheduling it with Karen and receiving confirmation from her that it's on the calendar.
- If you have special needs, (such as flipcharts, AV equipment, etc) make sure to tell Karen when you are scheduling the event

Event Sign-Ups

- If you would like a poster, sign-up sheet and/or an online sign-up webpage, request these from Karen at least 1 week before you would like people to begin signing up.
- If you wish to publish contact info for the event, ask Karen to create an email alias for you so we can publish contact info without printing your personal email address or phone number.

How to Publicize Your Event

To publicize your event, follow these guidelines and send your announcement to our Office Administrator Karen Armstrong at office@uubinghamton.org

For All Publicity

- Submissions may be edited by Karen for content or length.
- In most cases, you do not need to make separate submissions for each of the communication vehicles listed below. You can send your announcement

to Karen and request that it be included in upcoming publications; she will update the website and include an abbreviated in the order of service, weekly eblast, and monthly newsletter.

Weekly Eblast and Order of Service Announcements

- Submissions due by 9am on Thursday to go out that day at noon.
- If you have already sent a longer article for the newsletter, a shorter version of your event listing will automatically be added to the weekly eblast and order of service announcements.

The Beacon Newsletter

- Due by 9am on the 1st Friday of each month (check with Karen for exact dates, as this deadline may change depending on holidays)
- Send text of any length to Karen for inclusion on our website. If you have pictures, please include them.
- Our monthly newsletter is sent by email and also by US mail.

To Be Read During the Worship Services

- 50 words or less
- Due by 9am on the prior Friday
- Will be read by the Worship Associate
- Only for committee or group activities that pertain to a large portion of the congregation
- Not for volunteer recruitment
- Will only be read on 2 dates; generally the week before and the week of the event, unless otherwise specified
- A limited number will be read each Sunday, on a first-come, first-served basis

To be Posted on the UUCB Facebook Page

- 50 words or less
- No deadline, but posting can take up to 3 days after submission
- Create a Facebook event , submit info a week ahead.

Online Calendars and Press Releases

Sending information about your event or group is a great way to let the larger community know about what UUCB has to offer. There are two main ways to submit information to the local media—online calendar listings and press releases. Consider which approach is most appropriate for your announcement and if you can meet the timelines indicated.

Online Calendar Listings

- Events are not automatically submitted to online calendars; you must make a specific request.
- Send your event information (100 words or less) to Karen at least 2 weeks before your event.
- Information will be submitted to online calendars 1-3 weeks before your event, depending on when you submit it to the office.
- Late submissions (received less than 2 weeks before your event) cannot be guaranteed.
- Calendar submissions are sometimes chosen to run in the newspapers or in a more prominent location on the media's website, but we do not have control over this.
- Submitting events to online calendar listings does not guarantee that they will be included on the calendar or otherwise used by the newspaper.
- Events that are already posted on online calendars cannot be re-posted.

Press Releases

- If you believe your announcement is newsworthy enough to warrant more than a calendar listing, try to think of ways to entice the media. Can you offer interviews with local residents? High resolution, print-ready photos? Recipes?
- If you choose to submit a press release, please send a draft press release to Karen at least 4 weeks before your event
- Press releases should be no more than one page double-spaced and be written in the style of a newspaper article.
- Karen will make appropriate edits to your release, format it for UUCB branding, and send it back to you for your prompt approval.
- The release will be sent to local media three weeks before your event. Most newspapers don't accept emailed releases, but require them to be submitted online through a press release form. For all events for which we submit a press release, I will also submit to the online calendars.
- If you feel your event is newsworthy enough to warrant more than a calendar listing, talk to your committee about the process and best practices for success.

Karen Armstrong, Office Administrator

Unitarian Universalist Congregation of Binghamton

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7 Quick Tips for Having a Successful Event at UUCB

1. **Don't Spread People Too Thin** – if there is already an event being held that day or the day before which may draw the same crowd as your event, pick a different day.
2. **Plan Ahead** – get the word out early, get all of your details out there from the beginning, have a plan for publicity, see the whole picture.
3. **Stay on top of it** – keep your announcements fresh and new to keep folks attention, do a countdown, weekly check-ins with Karen, don't lose energy.
4. **Brand it** – choose a picture, color scheme or catch phrase and use it over and over again throughout your promotion/publicity.
5. **Personalize it** – personal phone calls, cards, a conversation on Sunday and reminder emails will go a long way in getting your event recognized and remembered.
6. **Don't overcommit** – don't take on more than you can handle and let your event bear the brunt of it. It will hurt UUCB and you.
7. **Follow-up-** After the event is over, take notes about what went well and what should be changed next time. Reconnect with attendees and Karen and do a write-up for the newsletter about how it went.