

# Otterbein Church

## Event Planning and Promotion Policy

### **OBJECTIVE:**

Provide a streamlined and comprehensive event planning procedure.

### **POLICIES:**

Due to the large number of events held at Otterbein, we will be using the following criteria to decide which events will have priority in scheduling lobby space and promotion resources.

#### **Tier 1 Events:**

These events affect the majority of the church body. Examples include: worship events, all church events, global ministry trips, service opportunities, etc.

#### **Tier 2 Events:**

These events affect large groups within the church. Examples include: men's ministry, women's ministry, Celebrate Recovery, children's ministry, youth ministry, Cadence, adult bible classes, etc.

#### **Tier 3 Events:**

These events affect a small group within the church. Examples include: men's Bible study, women's Bible study, Biblical Principles class, Moms Connect, Sunday school classes, etc.

### **PROCEDURES:**

To ensure the best possible success for your event, we have developed the following process and time line to assist you in your event planning. **Please ensure that your staff contact (see page 7) is aware of your event request prior to submitting the event request form.**

#### **Step 1 – Complete and Submit Event Request Form**

Complete the online event request form (see a copy of the form on page 3) at least 6 weeks prior to the event. The online event request form is available by clicking on the Ministry Leader's Page link at the bottom of the home page of the website – [www.otterbeinchurch.org](http://www.otterbeinchurch.org). Note: This request will be automatically sent to the Director of Facilities and the Director of Administration. Any calendar/space conflicts will be resolved at this time and you will be notified by the Director of Administration when your event has been approved and scheduled.

#### **Step 2 – Complete the Event Planning Checklist**

Complete the event planning checklist (see a copy of the checklist on pages 4-6) at least 5 weeks prior to the event but not sooner than 8 weeks prior to the event. It can be downloaded by using the Ministry Leader's Page link at the bottom of the home page of the website – [www.otterbeinchurch.org](http://www.otterbeinchurch.org). The event planning checklist is a tool to assist you in planning your event and a guide to the proper staff persons who can assist you. **It is the responsibility of the event planner/planning team to contact any/all staff members for assistance with your event.**

### **Step 3 – Communicate the Event**

Events should be publicized to the congregation using the following schedule:

- A. 5 Weeks Prior to Event - Bulletin announcement, website, pre-service slides, E-news
- B. 3 Weeks Prior to Event – Posters and Table in Lobby (see Poster and Table Policy on page 2)
- C. 2 Weeks Prior to Event - Video Announcements based on tiers listed above

### **Step 4 – Evaluate Event**

Conduct a post-event evaluation with your staff contact and event planning team.

### **POSTER POLICY:**

1. Posters not designed and created by the Director of Multimedia must be approved by the Director of Multimedia before being posted. Posters that have not been approved may be removed.
2. Requests for poster design and creation by the Director of Multimedia must be made 5 weeks prior to the event. Use the online Poster Policy Request form available by clicking on the Ministry Leader’s Page link at the bottom of the home page of the website – [www.otterbeinchurch.org](http://www.otterbeinchurch.org). The following information should be included when submitting your poster request:
  - Theme (for design purposes only)
  - Who (target audience & sponsoring ministry)
  - What (name of event)
  - When (date/dates of event)
  - Where (location of event)
  - Contact and Registration Information (ministry contact, registration info, etc.)
3. Non-church sponsored events will only be allowed to be posted on the community board in the church lobby and on the community board in the Ministry Center lobby.
4. Posters will be displayed no more than 3 weeks prior to the event.
5. The location of the posters and the priority level for posters to be posted (if we have more than space allows) will be based on the following 3 tiers:
  - Tier 1 Event (all-church information, highest priority)
  - Tier 2 Event (large group information, next highest priority)
  - Tier 3 Event (small group information, lowest priority)
7. Posters will be placed by the Director of Multimedia or the Staff contact. Any posters made by or hung in undesignated places or by someone other than Director of Multimedia or Staff Team contact may be removed.

### **LOBBY TABLE POLICY:**

1. Table space/registration in the lobby will be limited to three weeks.
2. Priority for table space will be reserved based on the following 3 tiers if we have more than space allows:
  - Tier 1 Event (all-church information, highest priority)
  - Tier 2 Event (large group information, next highest priority)
  - Tier 3 Event (small group information, lowest priority)

3. If we have limited space available, you may be asked to share a table with another ministry.
4. All displays must fit in the space allocated on the table. Overhead signs will be created and displayed by the Director of Multimedia. Posters should not be taped to the front of the tables.
5. A representative from your ministry must be available at your table following all three services to answer questions and/or register people for your event.
6. Ministry Spotlight/Information tables that are not directly connected to an event (Celebrate Recovery Information Table, Short Term Missions report tables, School supply collection, Spotlight Ministry) will be scheduled through the Director of Administration. These tables will follow procedures above.

## Otterbein Church Event Request Form

Name \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Ministry: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Purpose: (circle one)   Gather   Connect   Grow   Serve   Outreach

Does your staff contact know of your request?   Yes   No

Requested Date: \_\_\_\_\_ Second Choice if not available: \_\_\_\_\_

Requested Time: \_\_\_\_\_ a.m./p.m. to \_\_\_\_\_ a.m./p.m.

Requested Space: \_\_\_\_\_

(Examples: Gym, Connection Café, MC 217-219, etc.)

Anticipated number of attendees: \_\_\_\_\_

# Otterbein Church Event Planning Checklist

Name of Event \_\_\_\_\_

Your Name \_\_\_\_\_ Date of Event \_\_\_\_\_

E-mail \_\_\_\_\_ Day Phone \_\_\_\_\_

**NOTE: It is the responsibility of the event planner to contact the staff for assistance. Please give to the staff as early as possible in the planning process.**

## Promotion:

Checklist Item	Staff Contact	Date Completed/Notes
Bulletin Announcement	Judy Lapole	
Posters (See Poster Policy)	Use Online Form on church website	
Tickets	Denise Lancaster	
E-news	Denise Lancaster	
Pre-Service Slides	Denise Lancaster	
Web Site	Denise Lancaster	
Newspaper Ads	Denise Lancaster	
E-Invite	Denise Lancaster	
Program/Bulletin	Denise Lancaster	

## Registration:

Checklist Item	Staff Contact	Date Completed/Notes
Web	Denise Lancaster	
Church Office	Denise Lancaster	
Lobby Table (See Table Policy)	Use Online Form on church website	

## Financial:

Checklist Item	Staff Contact	Date Completed/Notes
Money Collection	Rick Duesler	
Special Purchases	Rick Duesler	

## Facilities

Checklist Item	Staff Contact	Date Completed/Notes
Tables	Greg Stoner	
Chairs	Greg Stoner	
Podium	Greg Stoner	
Special Requests	Greg Stoner	
Kitchen	Greg Stoner	
Layout	Greg Stoner	
Paper Products	Linda Etter	

## Music/Worship

Checklist Item	Staff Contact	Date Completed/Notes
Worship Leader/Musician	Dave Besecker	
Pre-Recorded Music	Dave Besecker	

## Technical Services:

Checklist Item	Staff Contact	Date Completed/Notes
Projector	Denise Lancaster	
Screen	Denise Lancaster	
DVD/CD Player	Denise Lancaster	
TV with DVD player	Denise Lancaster	
Video Camera/Digital Camera	Denise Lancaster	
Sound System	Dave Besecker	
Microphone	Dave Besecker	

## Staging and Props:

Checklist Item	Staff Contact	Date Completed/Notes
Platforms	Dave Besecker	
Stage Extensions	Dave Besecker	
Decorations/Props	Dave Besecker	
Special Lighting	Dave Besecker	

**Child Care:**

Checklist Item	Staff Contact	Date Completed/Notes
Child Care needed	Linda Etter	

**Additional Staff:**

Checklist Item	Staff Contact	Date Completed/Notes
Ushers	Dirk Small	
Greeters	Dirk Small	
Golf Cart	Dirk Small	

# Otterbein Church Staff Contact Chart

*The following provides an overview of the staff contacts for the various ministries at Otterbein Church*

<b>Pastor Mike Newman</b> mike@otterbeinchurch.org	<b>Pastor Lee Reams</b> lee@otterbeinchurch.org	<b>Pastor Dirk Small</b> dirk@otterbeinchurch.org
<ul style="list-style-type: none"> <li>• Elders</li> <li>• Biblical Counseling Ministry</li> </ul>	<ul style="list-style-type: none"> <li>• OC Sunday Classes</li> <li>• OC Core Classes</li> <li>• Life Groups</li> <li>• Cadence (Young Adult)</li> <li>• OC Men’s Ministry</li> <li>• OC Girl’s Night Out Club</li> <li>• Moms Connect</li> <li>• Sports Ministry               <ul style="list-style-type: none"> <li>○ Softball</li> <li>○ Volleyball</li> <li>○ Body and Soul</li> <li>○ Indoor Soccer</li> <li>○ Basketball</li> </ul> </li> <li>• Quilters</li> <li>• Ladies Bible Study</li> <li>• Men’s Bible Study</li> <li>• Biblical Principles Class</li> <li>• CR Step Studies</li> <li>• Celebrate Recovery</li> </ul>	<ul style="list-style-type: none"> <li>• Guest Services               <ul style="list-style-type: none"> <li>○ Door Greeters</li> <li>○ Golf Cart Drivers</li> <li>○ Guest Central</li> </ul> </li> <li>• Global Ministries Partners</li> <li>• Short-term Outreach/Mission Trips</li> <li>• Local2Global Service Events/Ministries</li> <li>• Outreach Events/Ministries               <ul style="list-style-type: none"> <li>○ Garden Expo and Extravaganza</li> </ul> </li> </ul>
<b>Dave Besecker</b> daveb@otterbeinchurch.org	<b>Craig Schuler</b> craig@otterbeinchurch.org	<b>Chris Bauer</b> chris@otterbeinchurch.org
<ul style="list-style-type: none"> <li>• Worship Service Planning (all aspects except message)</li> <li>• Heart’s Cry</li> <li>• Adult Choir</li> <li>• Youth Choir</li> <li>• Friendship Company</li> <li>• Dance (Adult and Children)</li> <li>• Praise Team(s)</li> </ul>	<ul style="list-style-type: none"> <li>• Middle School Ministry (all programming)</li> <li>• High School Ministry (all programming)</li> </ul>	<ul style="list-style-type: none"> <li>• Elementary Sunday School</li> <li>• Elementary Kids Konnect</li> <li>• Vacation Bible School</li> </ul>
<b>Preschool Ministry Team</b>	<b>Rick Duesler</b> rick@otterbeinchurch.org	<b>Greg Stoner</b> greg@otterbeinchurch.org
<ul style="list-style-type: none"> <li>• Nursery</li> <li>• Preschool Sunday School</li> <li>• Preschool Kids Konnect</li> </ul>	<ul style="list-style-type: none"> <li>• Management Oversight Team</li> <li>• Retail Services               <ul style="list-style-type: none"> <li>○ Connection Café</li> </ul> </li> <li>• Prayer Ministries               <ul style="list-style-type: none"> <li>○ 1<sup>st</sup> Tuesday Prayer</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Campus Support               <ul style="list-style-type: none"> <li>○ Lawn Care/Landscaping</li> <li>○ Custodial Services</li> <li>○ Room Setup/Tear Down</li> </ul> </li> </ul>