

Event Checklist

If your ministry is scheduling an event you need to know the who, what and when before you get started. The Council on Ministries has put this checklist together so you will have a successful event.

Church Wide Event including the surrounding Community:

NEWSPAPER-No Cost

- Fort Mill Times** – Religion News Section and Carolina Gateways newspapers: Email Anita King at anita.king@harrisonumc.org with all information about the event and she will forward. Allow 3-4 weeks. Information must be to Anita by Friday to run the following week. Some information can be run two weeks.

- Charlotte Observer – Print Edition Event listing:** Send announcements directly Erica Batten at ebattenobserver@gmail.com. Be sure to include time, date, street address, cost (if applicable), contact number and/or web site, and a brief (1 – 2 sentence) description of the event. Allow 3 – 4 weeks.

- Charlotte Observer – On Line Event Listing:**
Go to <http://events.charlotteobserver.com> (leave off the www).
Search for your event. If it's not already in the calendar database, click "Add an Event."
Log in using your charlotteobserver.com username. If you don't have a username, create one. Then fill in the event form.
Your event MUST include a phone number; CANNOT be typed in all-capital letters; MUST be fewer than 250 characters; and MUST include time, date and location details in the SPECIFIED FIELDS.
PLEASE DO NOT include that information in the fields labeled "Summary" and "Event Details," as it may delay publication in print and online
It will take about a day for the information to appear on charlotteobserver.com. If you submit your event two weeks in advance, we'll consider it for publication in the print version of the Charlotte Observer.

Charlotte Observer –. To contribute items to Faith Notes in *The Charlotte Observer*: please send all Faith Notes/Church Notes items to ebattenobserver@gmail.com . Please note that this is for announcements only; for feature stories, please contact Tim Funk (tfunk@charlotteobserver.com) or the editor of your regional section.

For Faith Notes, you may send information on upcoming events that you'd like to publicize, or on past events, projects, or honors. Faith Notes is a free service.

BALLANTYNE BLOG – No cost

- Here is a link the Ballantyne Daily Blog - as you can see this might be a great place to promote Harrison events to our community. <http://ballantynedaily.blogspot.com/>

BALLANTYNELIFE.COM – No Cost

- Email your event information to debby@ballantynelife.com at least three days before you want it posted. Contact Debby Faile via phone (704) 408-1207 or e-mail (above) if you have questions or need additional information about the website posting.

BALLANTYNE MAGAZINE E-NEWS – No Cost

- Email your event information to Nan Bauroth at nabjournalist@carolina.rr.com or Scott Martin at scottmartingolf@mindspring.com

CHARLOTTE PARENT – No Cost

- Email your event information to calendar@charlotteparent.com one month prior to the event for potential editorial coverage.

COFFEE NEWS – No Cost

- Email your event information to Kevin Lanier at coffeenews@comporium.net 2 – 3 weeks prior to the event.

RADIO-No Cost

- 91.9-The contact person is Linda Senneker, phone 704-821-9293. E-mail the information to joyce@newlife919.com and copy linda@newlife919.com with an explanation of the event. It is then put on the 91.9 website and the person who does the announcements on the radio pulls the information off the website. Allow 2-3 weeks for it to appear on the website and verbalized on the air.
- 106.9-All information about announcements must be presented in writing, and received by Blue Ridge Broadcasting no later than 4:30pm, four weeks before the date of the event or registration date. All announcements must include: Name of the Event, Contact phone number, Location of the event (include city and state), Special Guests, Date and Time of event, Reservation Deadlines. Fax announcement to 828-669-6983 or email webmaster@brb.org or mailed to P.O. Box 159, Black Mountain, NC 28711-0159.

BANNERS-Discounts are offered if we all order from the same company. Banners run from \$220-280 for a two color and \$320-350 for double sided.

- Order a banner from Union Printing & Reprographics at 704-752-4336. We have an account set up and they will bill us for the print job. Banner(s) must be 4X8 and double sided if you want to utilize advertising. NO Coke Banners allowed on the property. If you want to put up a Coke banner at the end of Ballantyne Commons Parkway, that is up to your group. Your group is responsible for putting the banner up and taking it down. Banner can only be up 2 weeks prior to the event. The Harrison logo must be on the banner as part of the “branding” process. It can be small and in the corner, but must be on the sign.

SIGNS-Cost varies depending on size ordered.

- Non-banner outdoor signage must be approved by Trustees. Contact Trustee Chairperson before the third Sunday night Trustee meeting for committee approval. If approved by Trustees, use Union Printing as listed in “Banners” above. Current BBQ signs are pre-approved.

MARQUEE-No cost.

- Contact Shonna Black at praisenhymn@windstream.net if you want your event advertised on the Marquee. Advertising in this manner is only allowed for 1 week prior to the event. You can not use the Marquee plus put up banners at all locations. If you want the Marquee, you can use one banner in addition.

DISTRICT OFFICE-No Cost

- Email your event information exactly how you want it forwarded and the Charlotte United Methodist District office will email your information to all the other United Methodist Churches in the district. Email information to DeEtta Rivens at chardist@bellsouth.net. Broadcast e-mails are usually sent out within 1 – 2 days of receipt.

HARRISON PRESCHOOL -No Cost

- Make 150 copies of a flyer or similar marketing piece and deliver to Carol Bonds at the Harrison Preschool. The teachers will put one copy in each student’s bag (132 students). The remaining copies will be placed on the preschool podium.

Church wide event only – no community advertising (example: picture directory)

CALENDAR

- Once your ministry decides on an event, contact Julie Curtis at julie.curtis@harrisonumc.org to schedule the event on the church wide calendar. You can go to the website and check available dates on the calendar posted on the website before emailing Julie. For a quick response, please be very specific. Indicate if you will need the kitchen. Example: *Alpha Express – Mondays 5/4 – 6/29 skipping 6/1 for leader's surgery. 6:30 -9:30 pm. Set up 5 – 6:30 pm. Tear down and clean-up 9:30 – 10:30 pm. Would like 3 rooms for 6- 8 people and 1 room for 30.*

SIGN-UP TABLE-No cost

- Contact Julie Curtis at julie.curtis@harrisonumc.org to reserve a table out front of the Sanctuary and/or Hammill Hall. Tables are limited to 2 per location (for all sign-ups) and for 2-3 Sundays depending on the season and other events. Tables must be away from the doors and not blocking natural walkways. You may not approach people as they are entering the worship space and must stay behind the table. Tables are not permitted on Special Occasions (Palm Sunday, Easter Sunday, Christmas Eve / Christmas Day).

RESTROOM STALLS-No cost

- Yes, we now have advertising in the restrooms. Contact Anita King at anita.king@harrisonumc.org to reserve stall advertising. The holders are 8 ½ X 11 and are located in all the restrooms on campus with the exception of the parsonage. Most weeks we feature multiple events, so plan accordingly. Send text (Word) and graphics (.jpg or clipart) at least 1 week in advance of when you want the advertising placed in the bathrooms.

POSTERS ON WALLS-Cost varies depending on size ordered.

- Only professionally printed posters are allowed on the walls/doors on campus. Order them thru the printer listed above under BANNERS. Posters may only be attached with the sticky squares purchased for this purpose or blue painters tape. The squares are stored in the copy work room in the drawer labeled “poster squares”. The blue painters tape should be rolled and placed on the back of the poster, out of view / sight.

BROCHURES- No Cost

- We have a template for brochures. If you would like to produce a brochure please provide text in Word format and pictures in .jpg format and e-mail the information to Anita King at anita.king@harrisonumc.org or Kristin Everidge at everidedesigns@gmail.com . If you currently have a brochure, the new brochures will be phased in as your current brochures run out. Allow 3 -4 weeks for production of the new template for your brochure. You will receive the final copy for the brochure in an Adobe (.pdf) file. You will be responsible for getting the brochure printed, preferably using the printer mentioned above (Union Printing).

BULLETIN INSERT-No Cost

- Bulletin inserts are only allowed if your event requires a reservation, either for a head count for food or childcare count. Inserts are only allowed for 3 weeks and only if there are no other inserts for that week other than pastor notes and the Newsletter. Contact Vicki Lawson vicki.lawson@harrisonumc.org to request approval for your insert. Approval takes place at the weekly staff meetings on Tuesday mornings. Once approved, 700 copies needed per week, give to Vicki Lawson.

NEWSLETTER-No Cost

- To advertise your event in the Harrison Weekly News which gets posted on the website, please email your article to Vicki Lawson at vicki.lawson@harrisonumc.org by 5 pm on Monday. Articles for Church wide Community events can run up to 5 weeks. Vicki will put an appropriate clip art with your article if room and if you don't provide one. If your event has a logo, please include it with your article.

WEBSITE-No Cost

- The Harrison Weekly News is posted on the website, but if you want your event posted separately with registration forms, contact the webmaster (link to the webmaster is posted at the bottom of the home page of the website) . Allow a week for your event and form to get posted.

POWERPOINT LOOP ON SUNDAY MORNING-No Cost

- The same article you email to Vicki for the Newsletter can be emailed to Linda Cabe who creates the PowerPoint presentation for Sunday worship services. Email Linda at deereynolds@comporium.net and lcabe@insp.com by Thursday.

VERBAL ANNOUNCEMENT IN WORSHIP-No Cost

- Verbal announcements will only be done at the discretion of the staff decided at staff meeting on Tuesday. If you have an event that impacts the entire congregation please contact your ministry's staff liaison and ask them to present it to staff.

VIDEO OR MINISTRY MOMENT IN WORSHIP-No Cost

- With our new Video Team and Media Ministry in place, we are taking advantage of this wonderful way of communicating to the congregation. If you are interested in a 1-2 minute video during the worship service, please email John Leon Lewis at john.leon.lewis@harrisonumc.org and he will check with the rest of the worship planning team to see if timing of the service will allow. If the schedule permits you will need to fill out the Video request form (on website) and send it to Rick Heckenkamp at rickrsvp@mindspring.com . Allow 4-6 weeks for this process.

CHURCH WIDE E-MAIL-No Cost

- The church-wide e-mails will be sent out on Wednesday or Thursday unless it is an emergency such as church closing due to weather or a death in the church family. When you e-mail an article for the weekly Newsletter to Vicki, ask her to put the same information in the weekly e-news. We try to limit the weekly e-news to one page. Only events happening the next week will be included.