

The following guidelines are for internal BUC events only. **If you are an outside organization renting space for an event at BUC**, you may purchase an ad in our monthly newsletter at the rate of \$50 per ad (250 words + graphic). Newsletter ad submissions are due by the 20th of the month prior to your event. To arrange for a newsletter ad, email Sara Constantakis at sara.constantakis@bucmi.org. All other BUC communication platforms are limited to BUC-related events and information.

BUC Event Planning and Communication Guide for Virtual, Multiplatform, and In-Person Events

This guide is designed to help you plan and publicize your BUC event, whether it is virtual-only, multiplatform, or in-person. Below you will find a list of the information you need to provide and when you need to provide it in order to set up your event and advertise it on BUC's various communication channels.

If you have any questions or need help with this process, please contact Sara Constantakis at sara.constantakis@bucmi.org.

STEP 1 – PICK A DATE FOR YOUR EVENT

Consider your audience and when they are most likely to attend (right after Sunday worship service? weekday evening? Saturday morning? etc.)

STEP 2 – DECIDE WHETHER YOUR EVENT WILL BE VIRTUAL-ONLY, IN-PERSON ONLY, OR MULTIPLATFORM (with both virtual and in-person components)

Not every event is suited for virtual participation. But if your event is, providing virtual access is a way to include individuals who cannot attend or are not comfortable attending an in-person event due to Covid safety precautions. It's also a way to widen your audience to include both attendees and presenters/speakers who don't live nearby, as well as those who have mobility and/or transportation issues. And virtual access can enable your event to proceed in case of inclement weather.

STEP 3 – RESERVE BUILDING SPACE (in-person or multiplatform events)

Contact BUC Administrator Valerie Phillips at 248-647-2380 or valerie.phillips@bucmi.org to reserve building space for the in-person component of your event. (If your event is virtual-only, proceed to the next step.) Valerie handles scheduling of all on-campus events and will add your event to the BUC public calendar. Things to think through when planning an in-person event:

- Room/space preference (subject to availability)
- Event timeframe – include any necessary setup and takedown time
- How many people you expect to attend in-person (for space and parking considerations)
- If you will need to use the kitchen (requires knowledge of kitchen procedures)
- How you would like the room set up (tables, chairs, audio/visual, etc.)

STEP 4 – REQUEST A ZOOM MEETING (virtual-only or multiplatform events)

Request a Zoom meeting for your event by following the [Zoom scheduling instructions](#) on the BUC website. Sara Constantakis will get back to you with the Zoom details for your event.

- When you click on one of the scheduling links, you'll be directed to the Calendly program, where you'll choose a date and time for your event.
- If your selected time does not appear, email Sara Constantakis at sara.constantakis@bucmi.org to check Zoom availability (BUC has two Zoom accounts)

Sara handles scheduling of all Zoom meetings and will add your virtual event (or the Zoom details of your multiplatform event) to the BUC public calendar.

STEP 5 – ADVERTISE YOUR EVENT

BUC's communication channels include:

Monthly newsletter (published on the first of the month)

- Reaches 200-250 congregants and friends via email / shared on website, Facebook
- Best for advertising in advance
- 250-word limit for all congregant-submitted events/announcements

Weekly update email (published on Thursdays)

- Reaches 200-250 congregants and friends via email / shared on website, Facebook
- Includes up to 50-word description of imminent events

Facebook

Public BUC Facebook page:

- Best for posts where a wider reach is desired
- Posts are publicly viewable by anyone on Facebook (even if they don't follow BUC)
- Reaches the audience of our page (currently 1,200+)
- Zoom event links are not shared on the public page (Zoombombing precaution)

Private BUC Community Facebook group:

- Best for more BUC-specific events
- Posts are viewable only by BUC congregants and friends who are vetted members of the private group (currently 225+ members)
- Event invitations with Zoom links can be shared here

Announcement slides (scrolling on lobby TV and website, and in sanctuary and on Zoom before Sunday worship)

- Reaches visitors to church lobby and website and both in-person and virtual Sunday service attendees
- Best for short descriptions of imminent events

Advertisement of your event on each of these channels is at BUC staff discretion.

WHAT to send

The following information is needed to advertise your event:

Title, date, time, and description of the event (or other announcement text, if it's not an event) for the newsletter (up to 250 words) and weekly update email (up to 50 words)

Sara will condense the information to use for:

- Facebook event for private group
- Announcement slide (using standard template)

Optional:

Suggestions for images/photos/graphics (for newsletter, Facebook, and/or slides)

Selection guidelines

We are not able to use copyrighted images on our website or Facebook page. Most images, including those found via a Google/web search, have some sort of copyright attached to them, unless they come from a specific free stock photo or clip art website.

You may send examples/ideas for images you would like to use to Sara, who will determine whether or not they can be used. If not, she will select a free or licensed stock image/photo/graphic where appropriate.

WHERE to send

Email all information to Sara Constantakis at sara.constantakis@bucmi.org

WHEN to send

- **Monthly newsletter:**
By the 20th of the month prior to your event
*****Email solicitations will not be sent for newsletter submissions*****

If you would like your information in the monthly BUC newsletter, email it to Sara by the 20th of the month prior to the event date. For example, if your event is taking place in November, email Sara the details by October 20.

If your event is happening in the first week of the month, you may want it to appear in the previous month's newsletter. For example, if your event is February 2, you may want it to appear in the January newsletter, so your info would be due to Sara by December 20.

- **Weekly update email/Facebook/announcement slides:**
3-4 weeks prior to your event

If you would like your information in the weekly update email, announcements slides, and/or Facebook, email it to Sara 3-4 weeks prior to the event (or, if it's not an event, the week prior to the timeframe you would like your information announced). You will receive 1-2 mentions in weekly update emails, an announcement slide displayed during 2-3 weeks prior, and Facebook event in the private group.

Final deadline for weekly update email and slides:
The Wednesday before

All information for the Thursday update email and announcement slides must be received by Sara by the Wednesday before. Information received later past this deadline will not be included.

DATE CHANGES AND CANCELLATIONS

If your event needs to be rescheduled or cancelled, please notify Valerie and/or Sara as soon as possible so that the calendar and publicity materials can be updated.