



## Calendar Reservation & Event Coordination Procedure

### **For:**

Elders, Staff, and Ministry Leaders

### **Purpose:**

Utilize Planning Center Calendar to **plan** ahead, **communicate** well, and **execute** great ministry for the people of GCC and beyond. All reservations and events should be funneled through Calendar.

*If you are new to Planning Center Calendar or need additional training, please see Director of Operations. There are also Calendar video tutorials found here: [planningcenter.com/university](http://planningcenter.com/university)*

### Plan Ahead

#### **1. Coordinate with Overseeing Elder**

When planning events or reservations, please communicate with the appropriate overseeing elder listed below for your type of event. The overseeing elder will help target best date options well in advance and in consideration of other ministry events. For events that do not fall under an overseeing elder, please contact Director of Administration or Director of Operations.

Encourage - Doug Spickler

Equip - Jon Schock

Evangelize - John Harris

#### **2. Calendar - Request**

Events and reservations should be requested in advance in Calendar according to the following schedule at *minimum*, unless otherwise agreed upon by Operations or Administration.

- For small reservations with no event promotion - **1 week**
  - Example: One-time meetings, LG meetings
- For church-wide or large events with promotion/registration - **3 weeks\***
  - Example: Classes, Ministry events

*\* Reservations in advance for larger events allows for a minimum of 1 week for Operations and Staff to process requirements, coordinate responsibilities, and build promotions (app, email, web, etc), followed by 2 weeks of marketing and communicating. More than 3 weeks total is encouraged to draw maximum participants in the event and allow GCC families to plan ahead. 6-12 weeks is best.*

#### **3. Calendar - Resources**

Calendar includes all the necessary building, space, and administrative resources needed to accomplish ministry events or reservations. For questions about resources (rooms, chairs, tables, marketing, A/V, etc.), please see Director of Operations.

## Communicate

### 1. Event Information

Be sure to fill out the “Basic Info” fields in the “Settings” tab of the event in Calendar. This includes a detailed description of the event, choosing the event owner(s), uploading a marketing image, and adding any additional notes. Communication among event creators, staff, and other supporters connected to event can be discussed inside the “Activity” tab of the event page, which also notifies these individuals via email. Using the activity section is helpful as it leaves a communication trail during planning.

### 2. Approval

At minimum the event must be approved in Calendar by overseeing elder for the event to take place. However, the goal is to arrive at 100% approval by all approvers tied to event. Depending on the complexity, an event can require anywhere from 1 to 7 different people approving the event’s resources.

### 3. Registrations

- If the event requires a registration (sign-up), provide details in the “Basic Info” section of the event page and then request “Registration Form” as a resource. The communication team will be notified and will set up a registration for your event, including who will be notified when someone signs up and which person will have permission to view payments made (if needed).
- If there is a need to know more detail of monies received or paid out for a particular event, contact the Financial Secretary.

### 4. Event Promotion

- If promotion of an event is needed, request “Marketing/Communication Help” as a resource in the event page. After entering specific promotion details of the event into Calendar (including any graphics and instructions), the event can be properly promoted. The communication team will begin promoting a minimum of 2 weeks prior to an event.
- To request help with a logo, graphic, or photo, request “Logo/Graphic Creation” as a resource.

## Execute

### 1. Approval Tracking

To maximize success, all of an event’s resources and requests should be 100% approved in Calendar by the time the event takes place. The Director of Operations will work with event owners to move toward complete approval.

### 2. Check-ins

Most events with registrations are required to capture attendance. This helps provide important data for future planning. For large events, it is encouraged to assign someone to actively check in attendees at the beginning of the event via Planning Center Check-ins app. Checking in people can also be done from Planning Center’s Registrations. This is a good alternative for smaller events or checking in people post event. For questions regarding Check-ins contact Director of Administration.