



## **Calendar Reservation & Event Coordination Procedure**

### **For:**

Ministry Leaders, Staff, Event Planners, and Elders

### **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 [Operations Manager](#).*

### **Plan Ahead**

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

When beginning to plan events or reservations, please communicate with your overseeing elder(s). They will help target best date options in advance and in consideration of other ministry events. If you feel an event or ministry activity does not fall under an overseeing elder, please contact [Director of Administration](#) or Operations Manager. *If you have any questions regarding oversight or would like the latest chart, click [HERE](#).*

#### **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. However, more than 3 weeks total is highly encouraged to draw maximum participants to the event and allow GCC families to plan ahead.*

#### **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 Operations Manager.

## **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 the 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**

The Operations Manager will begin the approval process by adding in the appropriate overseeing elder to the event. The event must be approved in Calendar by the overseeing elder for the event to begin processing. The goal is to arrive at 100% approval by all approvers tied to the event. Depending on the complexity, an event can require anywhere from 2 to 7 different people approving the event’s resources. *Please do not promote or market the event before the event is fully approved, unless otherwise agreed upon by the Director of Administration.*

### **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 contact you to design a marketing strategy and 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 Operations Manager will work with event owners to move toward complete approval.

### **2. Check-ins**

Some events with registrations are required to capture attendance. This helps provide important data for future planning. This can be done by actively checking in attendees before an event via Planning Center Check-ins app, or recording it post event through Registrations. For questions contact Director of Administration.