Calendar Reservation & Event Coordination Guide

For:
Ministry Leaders, Staff, Event Planners, and Elders

Purpose:
Utilize Planning Center Calendar to **plan** ahead, **communicate** well, and **execute** excellent 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.

To help visualize the flow of planning events, please see the chart on page 3.

Plan Ahead

1. **Coordinate with Overseeing Elder**

   When pre-planning events and reservations, please begin by communicating with your overseeing elder(s). Your overseeing elder will then share your event proposal to **GCC Strategic Leadership Team (SLT).** SLT will discuss your event in light of the short and long term vision of GCC, target the best date options, and be in consideration of other ministry events. Once SLT clears, or suggests any adjustments to your event, proceed to step 2 below.

   If you have any questions regarding Elder or SLT oversight please Contact the Director of Administration 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, Life Group get-together
   - For church-wide or large events with promotion/registration - **3 weeks***
     - Example: Classes, Ministry events
     * Advance reservations for larger events allow 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/communicating. However, requesting an event more than 3 weeks in advance 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.

GRACE
COMMUNITY CHURCH

GCC
Event
Planning
From Idea Creation to Execution

START → Ministry Leader + Elder → Elder

NO

SLT (Strategic Leadeship Team)

YES

Calendar Event Submission (3 Wks Prior Min) → Admin/Ops Requests Elder Approval

Event Processing (1 Wk)

Event ← Marketing (2 Wks Min) ← 100% Approval

END