Event Planning and Publicity Checklist

Who to Contact:

Kelly Kelzenberg, *Administrative Coordinator*, office@mzion.org
Contact Kelly if you have any questions about adding a meeting or event to the calendar, reserving a room / Zoom, or if you need other support for your group or committee.

Teresa Matzek, *Communications & Technology Coordinator*, tmatzek@mzion.org
Contact Teresa if you have questions about publicizing your event to the community.

Pre-Planning *– Steps to take before promoting your event*

This is the first step for any meeting or event. Before promoting the event, help us to make sure there is availability!

____ **Check availability at Mount Zion:** Check the full Mount Zion calendar to see if there are any potential conflicts. Even if your event will be happening offsite, please check to make sure it won't conflict with a bigger Mount Zion event!

____ **Check for conflicts in the Community:** Double check If your event is a major event for the wider community or if you want to make sure your event doesn't conflict with a community event, check the Jewish community calendar.

____ **Schedule your event with Mount Zion:** Fill out this form to request something be added to the calendar. You will have the opportunity to request a room / Zoom set up here.

____ **Security**: If your event will be outside or involving large numbers, you may need to consider security concerns. Please be in touch with Dan Schibel at dan.schibel@gmail.com, chair of safety committee, to discuss.

____ **Inclusion**: All events should consider ways to include everyone most successfully. Please refer to the checklists on pages 3 and 4.

Publicity - Primary ways of communicating

To publicize your event after you have reserved a room / Zoom, send an email to Teresa at tmatzek@mzion.org with the following information:

Catchy Title!
Date, time

Blurb about the event. Bio if there is a speaker. Etc.

- Attach a photo in any of the formats: jpg, png, pdf.

Once Teresa has the above information, it will be added to the following places:

1. **Event listed on the MZ website.** View the events calendar here on our website. All events added to this site will also appear in the "Events" scroll bar on the homepage the week of the event as well as showing up in searches. After emailing it to Teresa, or filling out this form, it will be added to the website within two days.
2. *This Week at Mount Zion*: Weekly email sent on Monday that highlights events in the coming 2-3 weeks.
3. *Shabbat Card*: Weekly email sent on Friday. The primary focus is on Shabbat with a small listing of events coming up in the next 1-2 weeks.
4. **Print Bulletin:** We are now publishing a print bulletin Quarterly.
   - Fall Bulletin - Late August/Early September - Deadline August 5
   - Winter Bulletin - Mailed in November - Deadline October 5
   - Spring Bulletin - Mailed in late February - Deadline February 4
   - Summer Bulletin - Mailed in late April - Deadline April 5

Additional ways to communicate:

- *Mount Zion Facebook Page*: This is Mount Zion's public facing social media. It is used to promote select Mount Zion events, links to news topics, and to broadcast live services and events.
- *Mount Zion Conversations Group*: This is a private Facebook group for Mount Zion members. This is a place for committees and groups to promote their own events to members.
- **Tzedek and Israel Distribution lists:** Updates about related events / news for those interested but do not serve on the committee. Kelly sends out these emails for the committees.
- **Wider Community:** If you think this should be publicized in the wider community, feel free to discuss with Teresa whether this makes sense and what options are available.
- *None of this replaces good ole' one to one calling and invitations (text, email, etc.) - We encourage you to make a concrete plan to do this outreach with your committee/group members.*

Mount Zion Congregation Accessibility/Inclusion Checklist For Off-Site Events

Things to find out and advertise as appropriate in marketing materials

_____ "ASL interpreter available upon request. "

_____ "If you need assistance please contact: _____." Add accessibility and inclusion person assigned to the event as contact person.

_____ If food will be served and it's a set menu list the menu. If modifications can be made, state how. Request food well marked (gluten, dairy, nut free) and plated separately.

_____ Reminder not to wear scents. Request low/no scent flowers.

_____ If event will be live streamed or Facebook live.

_____ Are buses, if any, accessible? Is a ramp available? Where is the parking? How far from event site? Is there designated disability parking? Are there rides available for those who need them?

_____ If it is a standing event, are there chairs available? If the tables at the event are high-tops, are regular height ones available too?

_____ Are doorways large enough for wheelchairs? Are there nearby restrooms? Is an elevator available?

_____ Identify a greeter or greeters who can usher in folks who may need assistance so attendees can feel welcome and well-cared.

_____ Is there a looped hearing system? (If yes do they have headsets or do we need to bring ours?)

_____ Bring large-print version of handouts and magnifiers. Scan handouts and put on our website.

_____ Bring accessibility and inclusion banner to site.

Mount Zion Congregation Accessibility/Inclusion Checklist
For Events Held at Mount Zion

Things to find out and make available. Advertise as appropriate in marketing.

_____ "ASL interpreter available upon request. "

_____ If food will be served and it's a set menu list the menu. If modifications can be made, state how. Request food well marked (gluten, dairy, nut free) and plated separately. If it is a pot luck event request congregants to bring gluten, dairy and nut free items.

_____ Reminder not to wear scents. Request low/no scent flowers.

_____ If event will be livestreamed or on Facebook live.

_____ Are there rides available for those who need them?

_____ If it is a standing event, are there chairs available? If the tables at the event are high-tops, are regular height ones available too?

_____ Identify a greeter or greeters who can usher in folks who may need assistance so attendees can feel welcome and well-cared.

_____ Will the looped hearing system in the main sanctuary be used? (If yes make sure headsets are available.)

_____ Have large-print version of handouts and magnifiers. Scan handouts to put on website.

Specific Vision Recommendations

Printed Documents
- Use at least 12 size font for all printed documents. (Large font is 16-18 font)
- Reduce how much print is on a page.
- Use contrast and simple designs. While it is aesthetically pleasing to have a background color other than white it can be hard for many to read.
- The same applies for fancy font styles. Use: Corbel, Arial, something without serif.

Slides/Wall Projections
- Words in power points and on wall i.e. projections of service should be in a clear print without additional art. While it may look pretty it's visual clutter and distracting. Try to stay away from colored slides.

Light Sensitivity
- Some congregants have extreme light sensitivity and it is difficult for them to attend services or events when facing windows. Make sure there are options for them.