



Publicize Your Congregation Beth Emeth Event or Program

Guide for Organizers
November, 2022

Note: This guide is available for reference at <http://bethemeth.org/publicize-guide>

Why “Publicize” Process?

4-6 people are involved in helping make your event or program a success; need to organize & coordinate info:

- **Consistency:** All people involved have the same information
- **Completeness:** Form asks for all the needed info
- **Lead time:** Allows more effective publicity and time for follow-ups and proofreading
- **Tracking:** Creates trackable database of requests
- **Consolidates** your publicity requests for:
 - Calendar
 - Congregational emails
 - Shofar
 - Social media
 - Website
 - Lobby monitor slideshow
 - Shabbat program
 - Religious School & BEECC emails & other publicity, where appropriate
 - Outside publicity, where appropriate



Publicize Your Event or Program

1. Submit Request for Calendar Posting & Save-the-dates

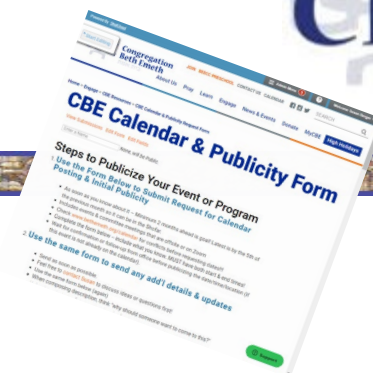
- As soon as you know – Minimum 2 months ahead is goal! Latest is by the 5th of the previous month so it can be in the Shofar (if Shabbat/holiday, next day).
- Includes events & committee meetings that are offsite or on Zoom
- Check www.bethemeth.org/calendar for conflicts (same time, or near same time for overlapping audience) **before** requesting dates!!!
- Complete the form at www.bethemeth.org/publicize -- include what you know.
- Wait for confirmation or follow-up from office before publicizing the date/time/location
- Any needed initial calendar followups: publicize@bethemeth.org



Publicize Your Event or Program

2. Use the same form to send added details & updates ASAP

- www.bethemeth.org/publicize or website menu: News & Events/Publicize Your CBE Event (also under “Engage”)
- Upload any images, flyers, etc. in the form
- Any additional info or changes must be sent **(using the form)** by **Tuesday** to be included in same week’s Thursday e-news – by Monday if a new RSVP form is needed.



Publicity Schedule – USING PUBLICIZE FORM:

- **Put a new event on the calendar:** Spring calendar meeting, or 2 months before the event. Very latest for Shofar mention: 5th of previous month. Any changes ASAP.
- **Flesh out details**, including time, cost if any, RSVP form request, images, flyers, etc. – 45-60 days in advance. Latest for Shofar: 5th of the previous month.
- **Changes** – as soon as known. We send special communications to publicize last-minute changes ONLY if the change was unforeseeable.
- **Shofar text articles (not event-driven)** – by 5th of previous month

Publicize Your Event or Program



Contacts for publicity questions & followup:

- General questions: publicize@bethemeth.org or Office Manager James Tackett (ext 101, moadmin@bethemeth.org) – e.g. dates, logistics, A/V
- Publicity questions: publicize@bethemeth.org or Communications Director Susan Berger (ext 102, susan@bethemeth.org) – e.g. descriptions, forms, publicity planning
- **Feel free to contact us in advance to discuss ideas, resources, publicity strategy, etc.**

NOTE: You are responsible for follow-ups to make the event happen:

- **Overall support for event planning:** Zach Moskowitz, Youth & Engagement Director, (703) 860-4515 ext 128, zachm@bethemeth.org. Helpful CBE program planning guide is at www.bethemeth.org/program-planning.
- **Food-related:** Ellen MacDonald, Food Service Manager, ext 151, ellen@bethemeth.org. (Contact ASAP, even if you plan to provide the food)
- **Logistics:** James Tackett, Office Manager, ext 101, moadmin@bethemeth.org.
- **Major events, broader questions:** Executive Director David Bass (ext 106, davidb@bethemeth.org)

Shofar – Use the Same Publicize Form!

Full *Shofar* is quarterly; *Shofar Notes* in between

- **All issues include timely publicity “ads” for events & programs**

- Shofar editor Joanne Levine will use what you submit through the publicity form www.bethemeth.org/publicize
- Send questions/followups (specific to Shofar ONLY) to shofar@bethemeth.org. Otherwise, use the form so all will have consistent info.



- **Full Shofar includes articles, features**

- Committee chairs, Sisterhood, Men’s Club, Hazak are encouraged to send updates – short articles about what’s happening in the group – goals, long-term plans, accomplishments, recognition, etc.
- **New!!** Please upload your article or put your article text in the Shofar text area at www.bethemeth.org/publicize.
- Scheduled around Jewish holidays each year – next is December 2022

- **Deadline is the 5th of the previous month** (or the next day that is not Shabbat or Chag)



Thank You

for organizing
and helping to publicize
events & programs at
Congregation Beth Emeth!

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