

# SunCoast MCC Event Communications Form

**INSTRUCTIONS:** Complete this Form, in advance, of any event requiring communications, marketing or media support. Send to Kim Rabon-Noyce at [info@suncoastmcc.com](mailto:info@suncoastmcc.com), (See next page for types of marketing services & timing needed prior to an event. Please note depending on event, the best options will be used).

**Completed forms must be returned to the Church Office Manager 3 months prior to the event.**

PREPARED BY	NAME OF ORGANIZATION _____ PURPOSE OF REQUEST _____
POINT OF CONTACT(S)	NAME: _____ EMAIL: _____ PHONE: _____
NAME OF EVENT	
DETAILED DESCRIPTION OF EVENT LIMIT DESCRIPTION TO 150 WORDS	
EVENT FREQUENCY	<input type="checkbox"/> ONE TIME <input type="checkbox"/> QUARTERLY <input type="checkbox"/> ANNUALLY <input type="checkbox"/> OTHER (LIST ALL DATES/MONTHS IF QUARTERLY)
DATE OF EVENT	
TIME OF EVENT	START _____ END _____
LOCATION OF EVENT	<input type="checkbox"/> AT SUNCOAST <input type="checkbox"/> OTHER LOCATION (INCLUDE ADDRESS) _____ _____
AUDIENCE(S) YOU WANT INVITED	<input type="checkbox"/> COMMUNITY <input type="checkbox"/> CONGREGATION <input type="checkbox"/> NEWCOMERS <input type="checkbox"/> OTHER _____
SPONSORING ORGANIZATION	
NAME(S) OF SPEAKER(S), SPECIAL GUEST(S), ENTERTAINER(S), DJ	
WILL FOOD OR SNACKS BE SERVED	<input type="checkbox"/> NO <input type="checkbox"/> YES (COMPLETE IF FREE OR FOR SALE AND ANY COSTS) <b>FREE</b> <input type="checkbox"/> FOOD <input type="checkbox"/> SNACKS <b>FOR SALE</b> <input type="checkbox"/> FOOD <input type="checkbox"/> SNACKS   COST \$ _____ MENU (SUBMIT A COPY OF THE MENU)
TICKET COSTS	<input type="checkbox"/> GENERAL ADMISSION \$ _____ <input type="checkbox"/> ADVANCE PRICE \$ _____ <input type="checkbox"/> AT DOOR \$ _____
IS AN ONLINE TICKET FORM NEEDED ON EASYTITHE	<input type="checkbox"/> NO <input type="checkbox"/> YES
WILL TICKETS BE NEEDED	<input type="checkbox"/> NO <input type="checkbox"/> YES – HOW MANY? _____
DO YOU NEED FLYERS	<input type="checkbox"/> NO <input type="checkbox"/> YES – HOW MANY? _____
DO YOU NEED MULTI-MEDIA <b>MUST PROVIDE COPYRIGHT PERMISSION FOR ALL MUSIC AND VIDEOS BEING USED</b>	<input type="checkbox"/> NO <input type="checkbox"/> YES <input type="checkbox"/> VIDEO <input type="checkbox"/> PICTURES <input type="checkbox"/> MUSIC <input type="checkbox"/> MICS <input type="checkbox"/> RECORDING <input type="checkbox"/> OTHER ANY SPECIAL INSTRUCTIONS:
WHAT ELSE? -- SHARE ANY OTHER INFO TO HELP PROMOTE YOUR EVENT	



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Description of different marketing and communications venues available and the (approximate) timing to submit.

Types of Marketing	Timeline	Examples/Ideas	Indicate the ones you need by placing and "X" in the box
<b>Save the Date</b>	3 months prior	As soon as an event (date, time, location) is determined by Fundraising, Programming or Worship; even if all the logistics are not figured out yet.	
<b>Press Release</b> (Newspapers and Media outlets)	1 month prior	Directed to the News Media Community. Any event that's primarily focused on attracting the broader community.	
<b>Social Media</b> (FB, Twitter, Florida Network, MCC)	1 month prior	Keep congregants, friends and allies informed of upcoming events and worship activities. Encourage congregants to "hit like" to let their FB friends know what's happening  Need to submit to MCC one month prior to event to meet their communication deadlines	
<b>SunCoast Website</b>	2 weeks prior	Primary place to advertise Events in real time. Contains history, past worship services, section for new members.	
<b>Staying Connected (Email/Electronic)</b>	1 month prior	Recap of weekly events and special announcements. Distributed every Thursday.	
<b>Month At A Glance</b>	1 month prior	Distributed the last Sunday of the month for the upcoming month.	
<b>Flyers (paper)</b>	1 month prior	8 ½ x 11 announcements that can be dropped off, mailed and/or handed out at events, and/or with targeted campaigns	
<b>Mailings</b>	1 month prior	Variety of sizes used for targeted campaigns.	
<b>Tickets (hardcopy)</b>	1 month prior	Typically used for raffles and dances.	
<b>Tickets (online)</b>	1 month prior	For online advanced sales.	
<b>Brochures</b>	3 months prior	Different sizes. Used to provide overviews or introductions of programs.	

