



ST. JOHN NEUMANN
Catholic Church

St. John Neumann Activity/Event Planning Guide

Thank you for the time you are donating to St. John Neumann through your volunteer efforts. Your participation is appreciated, and we are glad to be working with you to provide opportunities for parishioners and visitors to grow in their faith.

There are many programs and events taking place at our parish throughout the year, or sponsored by our parish but occurring off-site, which require a number of details and careful planning. The purpose of this guide is to assist you with reserving space for your event on our campus, communication and marketing of your event, and sharing information about all of the details that are taken care of by members of the parish staff in preparation for your event.

Parish Staff Contacts

The following staff members play a key role in day-to-day operations and communication, and you will need to be in contact with one or more of these staff members when preparing for your event:

- **Amanda Mahle, Office Manager:** Amanda is the first point of contact for parishioners and visitors at SJN. All requests for adding an event to our calendar, and for meeting room space, should be directed to Amanda well in advance of your desired program date. **When you make your initial contact with Amanda by email, please cc your SJN staff liaison as well.** Please download an Event/Activity Request Form to begin the process of scheduling your event. This form must be approved by Amanda before event planning takes place. Amanda takes care of a number of details for your event, including making sure that doors are locked/unlocked, that audiovisual needs are met, and that the event is listed on our parish calendar. Please contact Amanda, amahle@stjohnsunbury.org or 740-965-1358 ext. 120 as the first step in your planning.
- **Jennifer Reinard, Communication Manager:** Jennifer is responsible for assisting you with the communication and marketing for your event. This includes helping to prepare a communication timeline for your event, sharing information via the communication venues listed below, and assisting with graphic design, printing of posters and other small materials (if there is a budget within your ministry or program to allow for printing costs). Contact Jennifer, jreinard@stjohnsunbury.org or 740/965-1358 ext. 132 after your activity request has been approved by Amanda.

- **Jackie Sutton, Development Director:** Jackie will assist with developing an online registration system for you, if your event is large enough to warrant registration. Jackie is the staff liaison for a number of ministries at SJN, and is also involved in both development and ministry programs within the Diocese. Contact Jackie, jsutton@stjohnsunbury.org or 740/965—1358, ext. 123.
- **Jennifer Glassmire, Bookkeeper & Administrative Assistant for Religious Education:** Jennifer prepares checks for reimbursement to vendors, etc. based on the budget for each ministry, assists with reimbursement of expenses for pre-approved church related functions (requires detailed receipts, invoice, and name of person/department who approved the expense), and manages the accounts payable. Seek Jennifer’s assistance for reimbursement of expenses related to your program. Email contact is preferred. Contact Jennifer at jglassmire@stjohnsunbury.org or 740/965-1358 ext. 124.

Communication and Marketing of Your Event

A good marketing plan is an essential part of planning for a successful turnout. Here is a list of the communication venues we use to promote events at SJN (or events off-site which are sponsored by one of our ministries):

- The weekly bulletin; the deadline for all articles is every Monday at Noon. Articles should be sent to Jennifer Reinard, Communication Manager, at jreinard@stjohnsunbury.org
- A weekly email blast, sent to all parishioners on our email list on Thursdays at 3 pm
- The SJN Facebook page; posts can be designed by Jennifer Reinard for your event
- Our website, which is updated regularly and includes both text and graphics for upcoming events and programs
- The outdoor sign, which is managed by Amanda Mahle, Office Manager
- AM820’s events calendar and on-air announcements, which are initiated by Jennifer Reinard
- Publication in the Catholic Times, when appropriate and according to the newspaper’s discretion and available space; requests are made by Jennifer Reinard
- On-screen announcements at Mass
- Parishioner “pitches” at the end of Mass
- Announcements made by Fr. Noble
- Promotional space in the Cloister Walkway (tables)

Whenever possible, promotion for your event or program should begin approximately 3 months prior to the date of the event. **Remember, your event should be approved by Amanda and added to the Parish Calendar before you begin planning, including**

communication/marketing. Contact Jennifer Reinard by email or phone to begin the process of spreading the word about your event. Jennifer will assist you with developing a timeline for communication and will listen to your preferences for communication venues and schedule your requests for communicating within SJN and to the wider community. SJN maintains a Communication Plan for the fiscal year (July 1-June 30), with all communication scheduled on the plan weekly. Scheduling includes the screen announcements, pitches by parishioners, announcements from Fr. Dury, and promotional tables in the Cloister Walkway.

Communicating with the Members of Your Ministry Team

Communication within your own team is important, too. Remember to keep your team informed of your progress with completing the activity form, communicating with staff, and other details as you work together to plan your event.

Thank you again for your willingness to share your time and expertise to create opportunities for others! We look forward to working with you to plan a successful event.

St. John Neumann's Parish Office Staff