

MAP (Ministry Action Plan)

Please Note: This paper version of the MAP is for the user's planning purposes only. Your MAP must be submitted online on the church website: www.svpc.us/resources/forms

The Ministry Action Plan is a guide to help you plan a successful event, and is required for all events/activities at Sunnyvale Presbyterian Church. Please fill this out as completely as possible and bring it to the responsible ministry area team meeting for discussion and approval. After the event is approved by the overseeing ministry area, then the MAP needs to be submitted online and approved by the church Program Staff.

Name of Event/Program *: _____

Contact person/coordinator *

- First, Last _____
- Email * _____
- Phone * _____

Which Ministry Area is sponsoring this event? *(check all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> Caring | <input type="checkbox"/> Mission & Service | <input type="checkbox"/> Youth |
| <input type="checkbox"/> Children's | <input type="checkbox"/> Welcome & Hospitality | <input type="checkbox"/> Other (admin) |
| <input type="checkbox"/> Discipleship | <input type="checkbox"/> Worship | |
| <input type="checkbox"/> Ministry Resources | | |

Ministry Area approval *

- First, Last _____

Tell Us About Your Event

Number of People Expected _____

What is the goal/purpose of this event? * _____

Date(s) of your event _____

- Start time(s) _____
- End time(s) _____
- What time do you need to be in the room to set up? _____

Facilities Room Request

Based on availability. The Front Desk will confirm whether your room is available or not.

This is a: *

- One time event, one room needed
- One-time event, multiple rooms needed
- Regular, ongoing event (one room)
- Regular ongoing event (multiple rooms)
- Off-campus event

Room(s) requested *

- | | | |
|--|---|---|
| <input type="checkbox"/> Sanctuary | <input type="checkbox"/> Fireside Room | <input type="checkbox"/> BLAST.com Room (750) |
| <input type="checkbox"/> Fellowship Hall | <input type="checkbox"/> Phoenix Center Kitchen | <input type="checkbox"/> Room 304 |
| <input type="checkbox"/> Fellowship Hall Kitchen | <input type="checkbox"/> Gym | <input type="checkbox"/> Trinity Court |
| <input type="checkbox"/> Soulé Hall | <input type="checkbox"/> Youth Room (752) | <input type="checkbox"/> Other/off-campus (specify) |
| <input type="checkbox"/> Coleman Room (702) | | |

Technology and Equipment

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It is necessary for you to contact the Director of Technology at director_technology@svpc.us to arrange technology support. If your event is in the Sanctuary, the Director of Technology will, based on availability, assign the appropriate personnel to operate the equipment, and inform you of the cost. Events in Fellowship Hall must have a qualified operator for this equipment. Access to Soule Hall equipment requires one to check out a key to the control box. The Director of Technology can help assess your needs (and identify costs) for these rooms.

What are your TECH needs? *

- | | | |
|---|---|---|
| <input type="checkbox"/> Sound Cart | <input type="checkbox"/> Hand-held microphones | <input type="checkbox"/> Other (list below) |
| <input type="checkbox"/> Portable Projector | <input type="checkbox"/> Over the ear microphones | <input type="checkbox"/> None |
| <input type="checkbox"/> TV Cart | | |
| <input type="checkbox"/> Screen | | |

How many hand-held mics? ____ How many over the ear mics? ____ Other (please specify) ____

What are your EQUIPMENT needs? *

- | | |
|---|---|
| <input type="checkbox"/> Lectern | <input type="checkbox"/> Trash cans |
| <input type="checkbox"/> Easel/paper/pens | <input type="checkbox"/> Other (list below) |
| <input type="checkbox"/> Extension cords | <input type="checkbox"/> None |

How many extension cords? ____ How many trash cans? ____ Other (please specify)

Child Care

Child care is only offered for large church-wide events and must first be approved by the Child Care Coordinator. You must indicate your interest in Child Care at least two weeks prior to the event for your request to be considered.

Request child care below and then follow up with the Child Care Coordinator at childcare@svpc.us to determine whether child care is possible for this event. If Child Care is approved and available for your event, the Child Care Coordinator will provide you the appropriate wording for your advertising.

I would like to request child care for this event: * Yes /No

If you indicate a request for child care here, please follow up and coordinate with Emily at childcare@svpc.us.

- Please indicate how many children you expect (i.e. 10-15) * ____
- Please indicate the age ranges of children you expect (i.e. infant through age 12) * ____

Speaker Information

Please provide names and bio information about your speakers.

Will you have speaker(s) at the event? * Yes /No

- Name of Speaker #1: First, Last
- Name of Speaker #2: First, Last
- Name of Speaker #3: First, Last
- Name of Speaker #4: First, Last

Speaker Biograph(ies) *Copy/paste or type information about all speakers here.* _____

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Publicize Your Event

Submit your bulletin announcements, newsletter article(s), email and website content below. Be sure to include information about your event (who/what/when/why/where/how) and a compelling reason for someone to respond.

It is recommended to write your publicity ahead of time and then copy/paste the content into the designated fields in the online form. You can stretch the size of the data entry boxes by clicking and dragging the diagonal lines in the lower right hand corner of each entry box.

PLEASE NOTE: The accuracy and completeness of the information submitted below is the responsibility of the person filling out this form. If you don't have this information ready at this time, you may submit it to the church staff listed below, PRIOR to the listed deadlines.

Any changes/updates made after this MAP is submitted must be communicated to bulletin@svpc.us, newsletter@svpc.us, website@svpc.us and marketing_manager@svpc.us.

BULLETIN ANNOUNCEMENT(S) *List date(s) and include text you want to appear in the bulletin. Up to 75 words (deadline is 10 a.m. Monday prior.) You can submit content for multiple bulletin announcements here (include which date each announcements should run).* _____

NEWSLETTER ARTICLE(S) *Indicate which month(s) you want your article(s) to appear. Up to 120 words (deadline is 2nd Monday of the prior month, except for January issue--deadline is 1st Monday in Dec.)* _____

WEBSITE content *In addition to your content, please indicate the starting/ending date(s) that your event should be listed on the website.* _____

EMAIL CAMPAIGN content *Include suggestions of which list(s) you want it mailed to. (e.g. Youth, or Discipleship, Mission & Service, etc.) 50-125 words recommended.* _____

- Photo/graphic/logo--<there is a space to upload it on the form>
- Do you need a table in Trinity Court to publicize your event? Yes/No
 - Dates/times you request a table in Trinity Court

Need more Marketing?

For any marketing/publicity in addition to above, you will work directly with the Marketing Manager (marketing_mgr@svpc.us).

Allow a minimum of 6-8 weeks lead time PRIOR to the beginning of your promotion. (For example, if you want to start promoting your event 4 weeks ahead of your event, you need to submit your Marketing request 10-12 weeks prior to your event.)

Please provide as much information as possible about your project/event. After submitting this MAP, please contact the Marketing Manager at marketing_mgr@svpc.us to set up a kickoff meeting for your project.

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- Target Audience_____
- What is the single main message you want to communicate? _____
- What is the best way to reach your target audience? *E.g. social media, newsletter, poster, flyer, email, etc.*_____
- How do you want your audience to respond to your message? *What is the Call to Action?*_____
- What is the tone, feel, personality of the communication? (e.g. friendly, conversational, humorous, serious, somber, etc.)_____

What do you need? (*Think about your project or event and what you need in terms of marketing pieces. How can we help you?*) Please list the finished marketing pieces (and quantities) you need (e.g. flyer, poster, brochure, social media post, email, etc.)