

Event Creation Procedure

Read Instructions & Fill Out Appendix 2 Form

Send to tiooffice@tiofbrevard.com

1. Any new **TIOB event(s)** must be conducted under the approval and cognizance of the **Development Committee before any Temple resources are utilized** (Money, scheduling, space, personnel, etc...), including verifying against any TIOB calendar conflicts.
 - a. Exception:
 - i. Recurring events previously approved do not need approval for continual coordination
 - ii. Common holiday meals or family BBQs (S'licot, Tashlich, Seder, etc...) only need to be made aware to the development committee (Jon Holton) to create RSVP/payment pages – see Step 4. See Step 6 details on how to coordinate holiday meals (except Seder).
2. Event leads (originators/coordinators) must **either present their proposed meeting to the committee during the monthly committee meeting or find a committee member to advocate** for the event on their behalf.
 - a. Event proposals must include:
 - i. Description
 - ii. Date/time
 - iii. Projected costs/revenue & budget (if applicable)
 - iv. Identify if tickets are only open to members first, then a separate opening for non-members.
 - v. Resources needed, including anticipated expenditures
 - vi. Advertisement needs, including if digital or hard copy flyers are needed
 - vii. Identify if contracted security and room setup support is needed (via Marcos.
3. **Budget:** Ticketed events are generally expected to pay for themselves. All expense requests will be sent from the event lead to the Development Committee Chair and the TIOB Treasurer for situational awareness regarding cash on hand.
 - a. **A BUDGET SPREADSHEET must be sent to Larry Rodriguez and Tom Rosenberg to ensure proper cashflow and bylaws compliance.**

- b. Financial Restraints:
 - i. Any expense over \$500 made *prior to* receiving revenue requires cognizance of the Development Committee during the final approval vote.
 - ii. Large expenses (>\$1000) need coordination with the Treasurer to ensure proper cash flow can support.
- 4. Upon discussion of the event, the **committee will conduct a majority vote to authorize the event, including any financial approvals.**
- 5. **Approved events must be tracked and advertised by the following** steps, coordinated via the committee chair or the event lead:
 - a. The event must be added to the TIOB Calendar with a notification to the front office, *including a written description of the event (regardless of a flyer).*
 - b. If online event registration is needed, the event lead will complete the checklist under Appendix 2, notifying the front office to coordinate with the ShulCloud administrator to establish an “event” in ShulCloud (and subsequent payment categories for accounting software) – **see “EVENT WEBSITE CREATION & REGISTRATION” Procedure in Appendix 2** that allows RSVPs and receiving payments.
 - i. Upon completion of Shulcloud event creation, Shulcloud admin will reach out to the TIOB webmaster to ensure website advertising of the event under the “RSVP and Pay” section.
 - c. **If contracted security and room setup (in addition to volunteers) support is needed, email/contact Larry Rodriguez and the TIOB Front Office for details. For room setup, please specify what services are needed, including but not limited to, table/chair setup, food placement, pre/post-event cleanup, etc...**
 - d. Although not required, a flyer is a common method to advertise events, both hard copy and digital. Event sponsors are responsible for determining how many hard copies are needed. See **Appendix 1** for details.
 - i. 15 or less – May be printed on site at TIOB office
 - ii. Greater than 15 – Utilize TIOB’s printer shop, “A Better Copy” at 102 E. New Haven Ave, Melbourne, FL (321-725-2679). TIOB tries to support local vendors whenever possible, so “A Better Copy” should only be used.

iii. To minimize re-work, all flyers should be checked for accuracy by the event lead, a member of the development committee, and the TIOB front office. This is to prevent advertising confusion.

e. Events will be marketed periodically via frequencies in Appendix 3 by the TIOB front office.

6. Event Suggestions

a. Congregants may suggest events they'd like to the Development Committee regardless of if they can coordinate. The Development Committee can use this information to gauge which events are most desired/popular.

7. Family BBQs & Meals

a. Tracking – Shulcloud and Excel with TIOB

i. Any meal requiring RSVPing needs a Shulcloud “Event” to take digital payments. The TIOB front office will maintain access to a separate excel spreadsheet for any members who RSVP in person or over the phone. The TIOB front office will coordinate with Larry Rodriguez to provide a final count to the Development committee in the week before the event.

b. Personnel Needed For Family Meals

- i. Event Lead
- ii. Check-In & Walk In Payments
- iii. Security (Notify TIOB Office)
- iv. Shopping
- v. Cooking
- vi. Kitchen Prep, Refreshments, Table Setup
- vii. Cleaning (Notify front office to notify contractor)

Appendix 1: Flyer Creation Information

Event sponsors are responsible for creating the flyer advertising their event

- a. Flyer should contain basic event information (Relevant pictures, Event Name, Event Description, Date/Time, webpage, Registration Open/Close Dates, Ticket Costs, POC email or phone #)
 - i. *Note that the webpage must be made before the flyer if you're looking to advertise the webpage URL itself on the flyer. The exact URL must be correct on the flyer.*
 - ii. Language should include RSVP as primary means to register, but to call TIOB front office for assistance or to indicate they'll pay later.
- b. Hard copy flyers

Flyer Creation Suggestions - "How do I create a flyer?"

- c. While there are tutorials online, Microsoft Word has several built-in flyer templates, when you select a "New" document, select "More Templates >," then select Flyers. From there you have multiple flyer templates you can simply use.
- d. You may also pull a generic image from the internet or create one from ChatGPT. From there overlay that image as the background for any word document, then lay over multiple text boxes with the information you're relaying.
- e. If you're trying to edit a PDF and do not have access to the full (paid) Adobe Acrobat, <https://www.pdfgear.com/> provides a similar editing capability for FREE.

Appendix 2: Event Website Creation & Registration Form

Provide the following highlighted information to the TIOB front office

(tiooffice@tiofbrevard.com) along with your flyer & applicable pictures (.jpg or .png) for display on the lobby television. The TIOB Front Office will work with the Development Committee Chair, Treasurer, & Webmaster to make the applicable ShulCloud event.

1. Event Name
2. Event Description
3. Date & Time (Specify if multi-day)
4. Preferred URL (webpage) – *no spaces allowed*
 - a. Shulcloud allows us to customize the website name for events to make it easier to send to people **and allows you to place this URL on flyers**
 - b. All Events will display as <https://tiob.shulcloud.com/event/examplegoeshere>
(Note that there are no spaces).
 - i. Write your URL: <https://tiob.shulcloud.com/event/>
 - c. Example, if you want an event called “2025 Senior Seminar,” you could ask for /2025seniorseminar, therefore the website will display as <https://tiob/shulcloud.com/event/2025seniorseminar>
 - d. The web address on the flyer must be verified to match the URL. No blank spaces, but underscores (“_”) may be used if needed for readability.
5. In your email an image you wish to use to advertise (**must be a .jpg or .png file format**)
 - a. At a minimum, some picture (jpg or png) must be included
 - b. Any flyer must be converted to JPG or PNG; if your flyer is a PDF, simply use the “Snipping Tool” to make an image of your pdf
6. RSVP / Registration Open & Close Dates
7. Ticket Costs:
 - a. This is needed for Shulcloud Admins to create a “Charge Code” that categorizes payments associated with that event, eventually allowing data transfer to TIOB’s Quickbooks accounting software.
 - b. Specify if free
 - c. If charging, provide the following (if applicable)

- i. Ticket costs
- ii. Specify if different pricing for adults/children or member/non-member

8. Confirmation Emails

- a. Including the TIOB front office, include the email you wish to receive confirmations coming through the system. This is needed so you are added to receive attendee registrations.

9. Do you wish to allow users to enter notes on registration?

- a. This allows members to enter info such as names, meal requests, etc...

Appendix 3: Event Marketing/Advertising Frequency

This guide is to establish a general advertising frequency for TIOB events. This frequency may be modified if needed, especially since some events may need more long-term planning, including larger annual events.

6–8 Weeks Before Event

- Announcement Launch:
 - Place in temple bulletin/newsletter.
 - Post once on temple website and social media (Facebook, Instagram, etc.)
 - Ted Garber is the social media POC for posting.
 - Mention during Shabbat announcements.
- Goal: Awareness — let people know the event is coming.

4 Weeks Before Event

- Reminder Campaign Begins:
 - Post again on social media. (typically Facebook)
 - Include in weekly temple email.
 - Add flyer or poster in synagogue common areas.
- Goal: Build anticipation and put it on people's calendars.

2 Weeks Before Event

- Increased Visibility:
 - Social media post (typically Facebook)
 - Weekly temple email spotlight.
 - Mention again during Shabbat announcements.
- Goal: Keep momentum and generate word-of-mouth.

1 Week Before Event

- High Frequency:
 - Social media post (typically Facebook)
 - Targeted personal outreach by committee or volunteers to key groups (families, seniors, young adults, etc.).
 - Weekly email reminder.
- Goal: Create urgency and commitment.

Final 48 Hours

- Last Push:
 - Daily social media posts (stories, countdowns).
 - Standalone reminder email.
 - Phone/text outreach to those who often attend events.
- Goal: Drive final registrations and attendance.