



CONGREGATION
BETH SHALOM

Event Communications Packet 2024-2025

- PRE-EVENT INTAKE FORM
- EVENT CHECKLIST
- STYLE GUIDE
- IMPORTANT COMMUNICATION INFORMATION
- BEST PRACTICES
- POST-EVENT ASSESSMENT

Congregation Beth Shalom

PRE-EVENT INTAKE FORM

This Pre-Event Intake form aims to help identify event details, goals, and needs. The form is available online: [linked here](#).

1. HOW DOES THIS EVENT ALIGN WITH THE CBS MISSION, VALUES OR GOALS? [SEE MISSION STATEMENT HERE.](#)

2. WHAT ARE THE OBJECTIVES OF THE PROGRAM?

- Social
- Learning Opportunity
- Relevant to the synagogue or something going on locally or in the world
- Community Building
- Religious/Spiritual
- Other _____

3. WHO IS YOUR TARGET AUDIENCE? DEMOGRAPHIC?

- Family with Young Children (birth - 7 years)
- Family with Children
- Empty Nesters
- Retirees
- Open to all Community
- Other _____

- Is it the right program for the audience you are trying to attract?
- Could the event program work for multiple audiences?
- Could you partner with another arm of the synagogue?

4. WHAT ARE THE INTERESTS OF YOUR TARGETED AUDIENCE?

- Examples: Food, music, advocacy, books, Israel, education, cooking, socializing etc.
- Your audiences' interests inform the type of event and program

5. WHAT ARE YOUR ATTENDANCE GOALS?

- Is there a capacity limit to the space? What is the minimum and maximum?

6. WHEN WOULD BE A GOOD TIME TO HOLD THE EVENT?

- Is it more pertinent during a certain season? Time of day?
- Did you consider B'nai Mitzvah, snowbirds or other events that regularly take place (holidays)?
- What are the scheduling parameters associated with this event?
- Look back at your target audience when considering these questions.

7. WHERE IS THE EVENT HAPPENING?

- Is this event in-person, online or hybrid?
- Is the event happening at CBS or another location?
- Which CBS space would be the fit for your event?

8. WHAT IS YOUR EVENT BUDGET? WHAT ARE YOUR ANTICIPATED EXPENSES AND REVENUE? IS THE PROGRAM FINANCIALLY FEASIBLE?

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EVENT CHECKLIST



ASSEMBLE EVENT CAPTAINS

Who is the Event Captain (s)?

- VP of the committee or CBS staff/clergy member (year-round)
- 1-2 event committee members rotate per event

What is the role of the Event Captain(s)?

Pre-event -

- Create marketing materials for the event
- Engagement and event promotion
- Coordinate directly with CBS staff on event details i.e. room setup

During the event -

- Keep track of registrations, attendees and manage information on ShulCloud

Post-event -

- Send thank you or post-communication to those who attended the event
- Send CBS staff post-event assessment



CREATE BRANDING CONTENT

What: Flyer/graphic, social posts, promo videos, email language, etc.

When: 2+ months before the event

Where: Canva, Microsoft Suite, Photoshop, etc. - your choice!

Who: Event Captains/Committee members

How: Use the CBS style guide for font, logo, and typography details



SEND MATERIALS FOR APPROVAL

What: All the materials created to promote your event

When: 2 months before the event

Where: Via email

Who: Committee members to Deanne at CBS, DFriedman@BethShalomNB.org

How: Attach the materials to the email and put the event name and date in subject line

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EVENT CHECKLIST

SETUP REGISTRATION

What: Create registration form on ShulCloud

When: Once materials are approved

Who: The Event Captains/CBS Staff

Where: ShulCloud

PROMOTION OF EVENT

When: 6 weeks before the event

Where: CBS Bulletin

Who: Once materials approved, CBS will promote

When: 3-4 weeks before the event

Where: Social Media, Lobby Screen, The Byte, MYCBS (if event requires registration + payment)

Who: Once materials approved, CBS will promote

When: Ongoing!

Who: Event Captains/Event committee

How: Personalized emails, phone calls, texts, etc.

PREP FOR EVENT

What: Fill out the facility and setup form

When: 1 week before the event

Where: Form can be found on ShulCloud, linked here and on page 7

Who: Event Captains/Committee members

How: Send form to Mara at CBS, MBerstein@BethShalomNB.org

POST EVENT

What: Fill out the post-event assessment and send post-event thank you communication to attendees

When: Within 48 hours after event

Where: Form can be found on ShulCloud, linked here and on page 7

Who: Event Captains/Committee members

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EVENT PLANNER EXAMPLE

Feb.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			Feb. 22			

Apr.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			Apr. 12			
			Apr. 26			

Mar.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			Mar. 29			

May.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			May 3			
			May 17			
			EVENT		May 26	

- 2+ months before event (February 22-March 29): Event Captains begin to work with committee members to create event branding materials
- 2 months before event (March 29): Deadline to send branding materials for approval
- 6 weeks before event (April 12): CBS Bulletin Promotion
- 3-4 weeks before event (April 26-May 3): Digital Promotion for event begins i.e. Social Media, Lobby Screen, The Byte, etc.
- 1 week before event (May 17): Submit Facility and Setup form
- Day of event (May 24): Event day!
- 24-48 hours post-event (May 24-26): Submit Post-Event Assessment

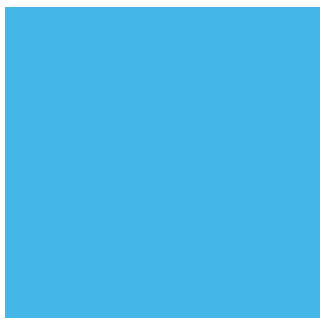
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STYLE GUIDE

LOGOS



COLOR PALETTE



#43B7E8



#27588d

FONTS

Gotham

Gotham Bold

Gotham Italic

MoolBoran

Congregation Beth Shalom

COMMUNICATIONS

PLATFORMS

GUIDELINES

DEADLINES

The Byte
(Weekly E-Newsletter)

One sentence description
with link to flyer
(Calendar/Website)

5:00 pm the Tuesday prior
to the date of the Byte

The Bulletin
(Printed/Digital)

Article/Ad/Graphic
330 word max.

The 1st of the month prior
(ex: April 1 for May Bulletin)

Social Media

Instagram - 1080 x 1080 px.
Facebook - 940 x 788 px.

2-3 weeks prior to event date

Lobby Screen

Article/Ad/Graphic

1 month prior to event date

IMPORTANT LINKS

[CBS Website](#)

[Facility and Setup Form](#)

[CBS Calendar](#)

[Pre-Event Intake Form](#)

[Facebook](#)

[Post-Event Assessment](#)

[Instagram](#)

[Logos](#)

[ShulCloud](#)

[MoolBoran Font](#)

[Gotham Font](#)

IMPORTANT CONTACTS

Deanne Friedman, Director of Communications

Phone number: 847.498.4100 x48

Email: DFriedman@BethShalomNB.org

Topic: Event promotion, communication platforms

Mara Bernstein, CBS Administrative Assistant

Phone number: 847.498.4100 x10

Email: MBernstein@BethShalomNB.org

Topic: Calendar reservations, room setup

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EXAMPLES AND BEST PRACTICES

- Clear title and headline
- Date, time and location
- Less is more! Include short bullet points about the event telling the What, Where, When and Why
- CBS logo and associated groups
- Fun & creative design
- Legible font and size
- Include RSVP information
- Online and print friendly
- Pictures and images encouraged

CONGREGATION BETH SHALOM

MOVIE Night

FROZEN followed by *ENCHANTED*

Double Feature

PIZZA POPCORN CANDY DRINKS

SATURDAY JANUARY 21ST

Come for one movie or stay for both, food all night!

PRICE	TIME
\$18 PER PERSON	5:00 PM 1ST MOVIE
\$36 PER FAMILY	7:30 PM 2ND MOVIE

3433 Walters Ave., Northbrook, IL 60062
847-498-4100
REGISTER: TINYURL.COM/CBSMOVIENIGHT

Contact Michael MGarlin@BethShalomNB.org

CONGREGATION BETH SHALOM

WINTER OUTERWEAR DRIVE

Help children in need this winter with new hats, gloves, and coats

Donation Deadline: January 31, 2023

Drop Off Location: CBS Lobby

CONGREGATION BETH SHALOM SOCIAL ACTION

CONGREGATION BETH SHALOM

COME ONE COME ALL YACHAD & CHAVURAH FAIR

YACHAD are social friend groups based on an activity you all enjoy doing together.

Chavurahs are groups of CBS families that socialize and celebrate Jewish life together.

11 AM | SUNDAY | 12 PM
OCTOBER 23, 2022

3433 Walters Avenue, Northbrook, IL 60062
847.498.4100 | www.bethshalomnb.org

SUE LAMPERT, MEMBERSHIP VICE PRESIDENT
MEMBERSHIPVP@BETHSHALOMNB.ORG
MICHAEL GARLIN, EXECUTIVE DIRECTOR
MGARLIN@BETHSHALOMNB.ORG

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POST-EVENT ASSESSMENT

The Post-Event Assessment is available online: [linked here.](#)

NAME OF PROGRAM _____

1. DID THE PROGRAM ATTRACT THE AUDIENCE YOU WANTED?

2. DID YOUR PROGRAM MEET YOUR INITIAL GOALS?

3. DID YOU PARTNER WITH ANOTHER SYNAGOGUE GROUP OR OUTSIDE GROUP? IF SO, WHICH ONE(S)?

4. HOW MANY PEOPLE ATTENDED? WHAT WAS YOUR ATTENDANCE GOAL?

5. HOW DID YOU ACCOMPLISH YOUR ATTENDANCE GOAL? BE SPECIFIC.

6. WHERE WAS THE EVENT HELD AND WAS IT THE RIGHT CHOICE?

7. WHAT WAS THE PROJECTED VS. ACTUAL BUDGET? DID THE EVENT BRING IN PROFIT? PLEASE SPECIFY.

8. THE PROGRAM SHOULD...

- Continue in present form
- Be modified
- Be discontinued

9. WHAT WOULD YOU DO DIFFERENTLY?

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THE BYTE GUIDELINES 2024-2025

- **The Byte, CBS's weekly E-newsletter, includes Shabbat information, upcoming events, CBS news, and community program information (must fit [CBS guidelines for community programs](#) and space permits).**
- **On occasion, there is a MegaByte which covers a two or even three week time period, due to a holiday or vacation period. This will be noted on The Byte schedule on page 2.**
- **The Byte is sent out on Thursday evenings each week (with the exception of holidays) at approximately 5:00 pm.**
- **All information to be included in The Byte should be sent to Deanne Friedman at DFriedman@BethShalomNB.org.**
- **Deadline is 5:00 pm the Tuesday prior to the date of the Byte.**
- **Items in The Byte are put in three weeks prior to the event (or registration deadline) and will be removed once the event date has passed.**
- **Information should be a one sentence description with the program date and a link to the information/flyer that is already posted on your section of the CBS website and/or CBS online calendar.**
- **All information submitted for and/or posted is subject to approval by the CBS Executive Director and Director of Communications.**
- **Please forward this information on to the appropriate members of your committees.**
- **Information submitted for The Byte should only be submitted by CBS Vice President or Event Chair or CBS staff member.**

If you have any questions or need any help regarding The Byte, please contact Deanne Friedman at DFriedman@BethShalomNB.org or Michael Garlin at MGarlin@BethShalomNB.org.

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THE BYTE SCHEDULE 2024-2025

- **July 11, 2024 – Mega Byte**
- **July 25 – Mega Byte**
- **August 8 – Mega Byte**
- **August 22 - Mega Byte**
- **September 5**
- **September 12**
- **September 19**
- **September 26 – Mega Byte**
- **October 10 - Mega Mega Byte**
- **October 31**
- **November 7**
- **November 14**
- **November 21 – Mega Byte**
- **December 5**
- **December 12**
- **December 19 - Mega Mega Byte**
- **January 9, 2025**
- **January 16**
- **January 23**
- **January 30**
- **February 6**
- **February 13**
- **February 20**
- **February 27**
- **March 6**
- **March 13**
- **March 20 – Mega Byte**
- **April 3**
- **April 10 – Mega Byte**
- **April 24**
- **May 1**
- **May 8**
- **May 15**
- **May 22**
- **May 29 – Mega Byte**
- **June 12 – Mega Byte**
- **June 26 – Mega Byte**

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THE BULLETIN GUIDELINES 2024-2025

- **Below are bulletins listed by month, information to included in those bulletins, and due dates.**
- **10 issues** of the bulletin will be produced, **double issues** will be December/January and June/July.
- **Due dates are firm and reminders** will be sent approximately **one month and one week before due date.**
- Monthly columns should **not exceed 330 words.**
- Articles/ads should be submitted as soon as they are ready and we encourage you to submit before the deadline. **Once the bulletin is submitted, information cannot be changed or added.**
- Articles/Ads should only be **submitted by a Vice President, Event Chair, or CBS Staff.** If you have someone else working on an article or ad, they should send it to you for final approval and submission.
- **Articles/Ads should be submitted as quarter page or half page ads.** Full page articles/ads are limited and depend on space and are determined once materials are submitted.
- Content should be **submitted as a word document, camera ready pdf or jpg**, which is already properly sized (¼ or ½ page ad or full page if you have prior approval).
- Ads should **include the registration URL information and contact information** for questions, Reservation forms are discouraged.
- **Bulletin articles/ads should be e-mailed** to Deanne Friedman DFriedman@BethShalomNB.org; or **placed in bulletin drive folder on shared drive for CBS staff members**

The Executive Director and Director of Communications have the authority to make design changes/corrections to all articles/ads submitted and omit them if necessary.

The Clergy and CBS President have the authority to discuss the content of any article with the author. This protects the author and the synagogue.

Congregation Beth Shalom Director of Communications and staff will edit and proof the bulletin.

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THE BULLETIN DATES 2024-2025

Bulletin

August

- Rabbi Chapman/Cantor Stoehr/Tracy Safron suggests

September

- Rabbi Melman/Michael Garlin
 - Rosh Hashanah, Yom Kippur

October

- Rabbi Chapman/Cantor Stoehr/Tracy Safron suggests
 - Sukkot, Simchat Torah, Shemini Atzeret

November

- Rabbi Melman/Michael Garlin

December/January

- Rabbi Chapman/Cantor Stoehr/Tracy Safron suggests
 - Chanukah

February

- Rabbi Melman/Michael Garlin
 - Purim

March

- Rabbi Chapman/Cantor Stoehr/Tracy Safron suggests
 - Pesach

April

- Rabbi Melman/Michael Garlin
 - Yom HaShoah, 2024-2025 SH & MC Slates, CBS Board Slate/Annual Meeting

May

- Rabbi Chapman/Cantor Stoehr/Tracy Safron suggests
 - Shavuot

June/July

- Rabbi Melman/Michael Garlin
 - Services Under the Sky/Havdalah Under the Stars

Due Dates

Monday , July 1

Thursday, August 1

Tuesday, September 3

Tuesday, October 2

Friday, November 1

Thursday, January 2

Monday, February 3

Monday, March 3

Tuesday, April 1

Thursday, May 1

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THE BULLETIN LAYOUT 2024-2025

- 1** Rabbi's Column (Rabbi Melman/Rabbi Chapman alternate)
- 2** CBS President
- 3** Cantor's Notes and Executive Director (alternate months)
- 4** Religious School
- 5** B'nai Mitzvah/Youth & Families Young Children
- 6-7** Adult Education, Programming, & HAZAK
- 8-9** Sisterhood President Column, SH events, Judaica Shop
- 10-11** Men's Club President Column, MC events
- 12** Social Action and YACHAD/Chavurah
- 13** Development and Tracy Safron Suggests (alternate months)
- 14-19** CBS Happenings/Holidays
- 20** See What's Happening at CBS
- 21** Birthdays, Anniversaries, Leagrams
- 22** Milestones, Memorial Plaques, Bimah Flower Fund, Death Members
- 23** Yahrzeits
- 24-25** Donations
- 26-27** Ads
- 28** Service Times/Candle Lighting
- 32 pages** June/July and December/January issues

(Layout is subject to change)