CONGREGATION
BETH SHALOM

Event Communications Packet 2025-2026

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

Congregation Beth Shalom

PRE-CALENDAR INTAKE FORM

This Pre-Calendar Intake form aims to help identify event details and goals and must be completed before any program is added to the calendar. The form is available online: linked here.

1. EVERY PROGRAM MUST ALIGN WITH THE CBS MISSION, VALUES, & GOALS. SEE MISSION STATEMENT HERE.

2. WHAT ARE THE OBJECTIVES OF THE PROGRAM?

- ◯ Social
- ◯ Learning Opportunity
- ◯ Community Building
- ◯ Religious/Spiritual
- ◯ Outreach/Interfaith
- ◯ Other _____
- ◯ Religious/Spiritual
- ◯ Social Action/Social Justice
- ◯ Israel
- ◯ Development/Fundraising

3. WHO IS YOUR TARGET AUDIENCE/DEMOGRAPHIC? Check as many as applicable:

- ◯ Family with Young Children (birth - 7 years)
- ◯ Family with Children up to age 18
- ◯ Empty Nesters
- ◯ Open to all Community
- ◯ New Members
- ◯ Prospective Members
- ◯ Primarily Men
- ◯ Primarily Women
- ◯ Pre K-2nd Grade
- ◯ 3rd-8th Grade
- ◯ 9th-12th Grade
- ◯ Any Age Adult
- ◯ HAZAK (55+)

4. BE SURE TO CONSIDER YOUR TARGET AUDIENCE. WHEN WOULD BE A GOOD TIME TO HOLD THE PROGRAM (DATE, TIME, SEASON, HOLIDAY). WHAT ARE THE SCHEDULING PARAMETERS ASSOCIATED WITH THIS PROGRAM?

5. WHAT ARE YOUR ATTENDANCE GOALS?

- Minimum?
- Maximum?

6. DATE OF EVENT (2 or 3 choices please)?

- Event Date - Choice 1:
- Event Date - Choice 2:
- Event Date - Choice 3:

7. WHERE AND HOW IS THE EVENT HAPPENING (check as many that apply)?

- ◯ At Congregation Beth Shalom
- ◯ Outside of CBS
- ◯ In Person only
- ◯ Live Stream
- ◯ Zoom Only
- ◯ Zoom
- ◯ Other_____

8. WHICH ARM(S) OR COMMITTEE(S) WOULD YOU LIKE TO PARTNER WITH ON THIS PROGRAM (check as many that apply)?

- ◯ Adult Education
- ◯ Circle of Giving/Fundraising
- ◯ Families With Young Children
- ◯ HAZAK (55+)
- ◯ HUGS
- ◯ Israel
- ◯ Memberships
- ◯ Men's Club
- ◯ Pride
- ◯ Religious School
- ◯ Ritual
- ◯ Sisterhood
- ◯ Social Action
- ◯ Youth
- ◯ Other_____

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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: Event Captain 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 Captain/CBS Staff
Where: ShulCloud

PROMOTION OF EVENT

When: 6 weeks before the event
Where: CBS Bulletin
Who: Once materials approved, CBS will help you promote
When: 3-4 weeks before the event
Where: Social Media, Lobby Screen, The Byte, MYCBS (if event requires registration + payment) phone calls, personalized emails, word of mouth
Who: Once materials approved, CBS will help you 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
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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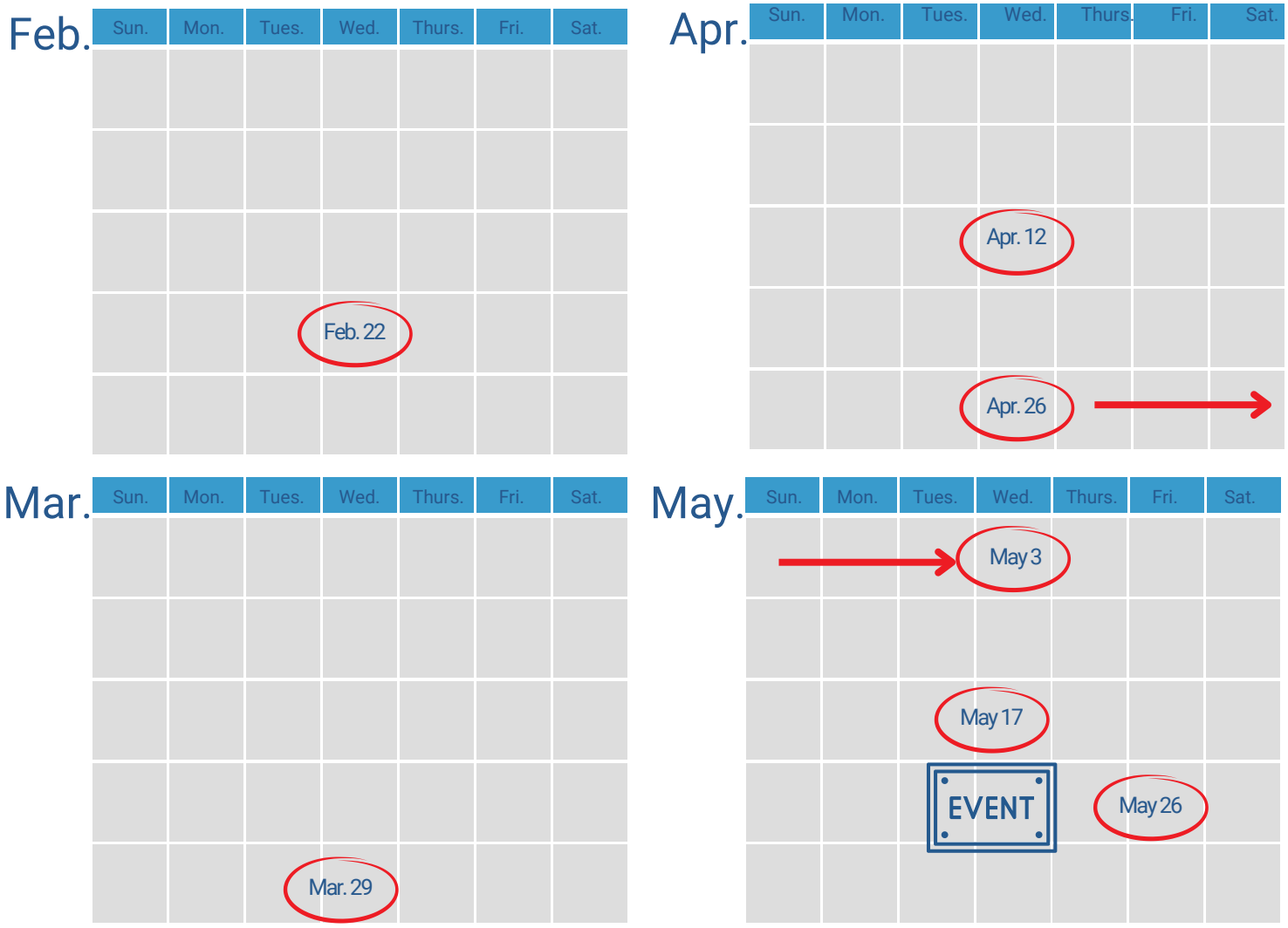
EVENT PLANNER EXAMPLE



- 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 and post event follow-up with attendees

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STYLE GUIDE

LOGOS

CONGREGATION BETH SHALOM

CONGREGATION BETH SHALOM

CONGREGATION BETH SHALOM

CONGREGATION BETH SHALOM
SOCIAL ACTION

CONGREGATION BETH SHALOM
THE ISRAEL COMMITTEE

CONGREGATION BETH SHALOM · CBS UNIVERSITY · ADULT EDUCATION · "LEARNING LEARNING LEARNING"

CONGREGATION BETH SHALOM
SISTERHOOD

CONGREGATION BETH SHALOM
FAMILIES WITH YOUNG CHILDREN

CONGREGATION BETH SHALOM
MEN'S CLUB

CONGREGATION BETH SHALOM
YOUTH

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
CBS Calendar
Facebook
Instagram
ShulCloud
Facility and Setup Form
Pre-Event Intake Form
Post-Event Assessment
Logos
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 infomation
- Online and print friendly
- Pictures and images encouraged

Congregation Beth Shalom
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 BREAK EVEN? BRING IN PROFIT? PLEASE BE SPECIFIC.

8. THE PROGRAM SHOULD...

- ◯ Continue in present form
- ◯ Be modified
- ◯ Be discontinued

9. WHAT WOULD YOU DO DIFFERENTLY?

Congregation Beth Shalom

THE BYTE GUIDELINES 2025-2026

- **There is one weekly E-newsletter sent to the entire Congregation, The Byte,** which includes Shabbat information, upcoming events, CBS news, and community program information (must fit CBS guidelines for community programs) 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.

- The Byte is sent out on **Thursday evenings each week** (with the exception of holidays) at **approximately 5:00 pm**. See the attached schedule on **page 10**.

- Typically, programs/events that are on the CBS calendar are included **in** The Byte **approximately three weeks prior to the event** (or registration deadline). **If it is not on the CBS calendar, it will not be included in The Byte.**

- If you have something else you would like included in The Byte (more detailed information or an updated deadline, etc.) it should no later than **Tuesday at 5:00 pm**, prior to the date of the Byte to Deanne at DFriedman@BethShalomNB.org.

- **Please forward this information on to the appropriate members of your committees**. Information should **only** be submitted directly by a CBS Vice President, Event Chair or CBS staff member.

- **All information submitted for and/or posted is subject to approval by the CBS Executive Director and Director of Communications.**

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.

Congregation Beth Shalom

THE BYTE SCHEDULE 2025-2026

- July 10, 2025 – Mega Byte
- July 24 – Mega Byte
- August 7 – Mega Byte
- August 21 - Mega Byte
- September 4
- September 11
- September 18 - MegaMega Byte
- October 9 - Mega Byte
- October 23
- October 30
- November 6
- November 13
- November 20 – Mega Byte
- December 4
- December 11
- December 18- MegaMega Byte
- January 8, 2026
- January 15
- January 22
- January 29
- February 5
- February 12
- February 19
- February 26
- March 5
- March 12
- March 19
- March 26 - MegaMega Byte
- April 16
- April 23
- April 30
- May 7
- May 14 – Mega Byte
- May 28 – Mega Byte
- June 11 – Mega Byte
- June 25 – Mega Byte

Congregation Beth Shalom

THE BULLETIN GUIDELINES 2025-2026

- **Ten issues** of the bulletin will be produced, **double issues** will be December/January and June/July. **See dates on page 12.**
- Only a Vice President, Event Chair, or CBS staff member should submit articles/ads. If you have someone else working on an article/ad, they should sent it to you for approval and submittal.
- Monthly columns should **not exceed 330 words**.
- Ads should include the registration URL information and contact information for questions.
- Please do not submit more article/ads than your allotted space in the bulletin unless you have prior authorization from the Director of Communications or Executive Director.
- All materials should be in their final form as a **word document, camera ready pdf or jpg**.
- **Due dates are firm.** **See dates on page 12.** We are unable to accept late submissions. **Reminders** will be sent approximately **one month and again one week prior to the due date**. Once the bulletin is submitted for printing, information cannot be changed or added.
- **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 no later than the due date**.

The Executive Director and Director of Communications have the authority to make 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

THE BULLETIN DATES 2025-2026

Bulletin	Due Dates
August, 2025 • Rabbi Chapman	**Tuesday, July 1**
September • Rabbi Honig/Cantor Stoehr ◦ *Rosh Hashanah, Yom Kippur*	**Monday, August 4**
October • Rabbi Chapman ◦ *Sukkot, Shemini Atzeret, Simchat Torah*	**Tuesday, September 2**
November • Rabbi Honig/Cantor Stoehr	**Tuesday, September 30**
December, 2025/January, 2026 • Rabbi Chapman ◦ *Chanukah*	**Monday, November 3**
February • Rabbi Honig/Cantor Stoehr ◦ *Purim*	**Monday, January 5**
March • Rabbi Chapman ◦ *Pesach*	**Monday, February 2**
April • Rabbi Honig/Cantor Stoehr ◦ *Yom HaShoah, Yom Ha'Atzmaut 2025-2026 SH & MC Slates, CBS Board Slate/Annual Meeting*	**Monday, March 2**
May • Rabbi Chapman ◦ *Shavuot*	**Monday, April 6**
June/July • Rabbi Honig/Cantor Stoehr	**Friday, May 1**

Congregation Beth Shalom
THE BULLETIN LAYOUT 2025-2026

1	Rabbi's Column (Rabbi Chapman/Rabbi Honig alternate)
2	CBS Highlight Page
3	CBS President
4	Cantor's Notes (alternate months)
5	Holiday
6	Religious School (1 page)
7	B'nai Mitzvah
8	Youth/Families with Young Children (1 page)
9	Adult Education, Programming, & HAZAK (1 page)
10-11	Sisterhood President Column, SH events, Judaica Shop
12-13	Men's Club President Column, MC events
14	Social Action and Membership (1/2 page each)
15	Fundraising
16	Calendar
17	Birthdays, Anniversaries, Leagrams
18	Milestones, Memorial Plaques, Bimah Flower Fund, Death of Members
19	Yahrzeits
20-21	Donations
22-25	CBS Happenings
26-27	Ads
28	Service Times/Candle Lighting

32 pages - June/July and December/January Issues

(Layout is subject to change)