



CONGREGATION
BETH SHALOM

Event Communications Packet 2026-2027

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

Congregation Beth Shalom

Pre-program intake form

This intake form aims to help identify event details and goals and should 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 | ☐ Religious/Spiritual |
| ☐ Learning Opportunity | ☐ Social Action/Social Justice |
| ☐ Community Building | ☐ Israel |
| ☐ Religious/Spiritual | ☐ Development/Fundraising |
| ☐ Outreach/Interfaith | |
| ☐ Other _____ | |

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

- | | |
|--|---------------------------------------|
| ☐ Family with Young Children (birth - 7 years) | ☐ Primarily Men |
| ☐ Family with Children up to age 18 | ☐ Primarily Women |
| ☐ Empty Nesters | ☐ Pre K-2nd Grade |
| ☐ Open to all Community | ☐ 3rd-8th Grade |
| ☐ New Members | ☐ 9th-12th Grade |
| ☐ Prospective Members | ☐ 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 | ☐ Pride |
| ☐ Circle of Giving/Fundraising | ☐ Religious School |
| ☐ Families With Young Children | ☐ Ritual |
| ☐ HAZAK (55+) | ☐ Sisterhood |
| ☐ HUGS | ☐ Social Action |
| ☐ Israel | ☐ Youth |
| ☐ Memberships | ☐ Other _____ |
| ☐ Men's Club | |

Congregation Beth Shalom

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



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: 8 weeks before the event

Where: CBS Bulletin

Who: Vice President, Event Captain, Staff Member responsible for program

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: Vice President, Event Captain, CBS Staff, Committee Members, CBS Board of Trustees,

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

[illegible]

A calendar grid for the month of April. The days of the week are listed at the top: Sun., Mon., Tues., Wed., Thurs., Fri., Sat. Two dates are highlighted with red circles: Apr. 12 (on a Wednesday) and Apr. 26 (on a Thursday). A red arrow points horizontally to the right from the date Apr. 26.

[illegible]

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. Lobby Screen, The Byte, Social Media (if event for entire congregation), 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): Complete Post-Event Assessment and do event follow-up with attendees

Congregation Beth Shalom

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 Program Form](#)

[Post-Event Assessment](#)

[Facebook](#)

[Logos](#)

[Instagram](#)

[MoolBoran Font](#)

[ShulCloud](#)

[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
- Legible font and size
- Include RSVP information



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**
- ☐ **Be modified**
- ☐ **Be discontinued**

9. WHAT WOULD YOU DO DIFFERENTLY?

Congregation Beth Shalom

The Byte Guidelines 2026-2027

- 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 5:00pm. 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.

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The Byte Schedule 2026-2027

- **July 9, 2026 – Mega Byte**
- **July 23 – Mega Byte**
- **August 6 – Mega Byte**
- **August 20 - Mega Byte**
- **September 3**
- **September 10 - Mega Byte**
- **September 24 - Mega Byte**
- **October 8**
- **October 15**
- **October 22**
- **October 29**
- **November 5**
- **November 12**
- **November 19 – Mega Byte**
- **December 3**
- **December 10**
- **December 17 - Mega Mega Byte**
- **January 7, 2027**
- **January 14**
- **January 21**
- **January 28**
- **February 4**
- **February 11**
- **February 18**
- **February 25**
- **March 4**
- **March 11**
- **March 18 - Mega Byte**
- **April 1**
- **April 8**
- **April 15 - Mega Mega Byte**
- **May 7**
- **May 13 – Mega Byte**
- **May 27**
- **June 3 – Mega Byte**
- **June 17 – Mega Byte**

Congregation Beth Shalom

The Bulletin Guidelines 2026-2027

- 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 send 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 article/ads should be e-mailed to Deanne Friedman.
Dfriedman@BethShalomNB.org; or placed in bulletin drive folder

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 2026-2027

Bulletin

August, 2026

- Rabbi Chapman

September

- Rabbi Honig/Cantor Stoehr
 - *Rosh Hashanah, Yom Kippur*
 - Sukkot, Shemini Atzeret, Simchat Torah*

October

- Rabbi Chapman

November

- Rabbi Honig/Cantor Stoehr
 - *Chanukah*

December, 2025/January, 2026

- Rabbi Chapman
 - Chanukah*

February

- Rabbi Honig/Cantor Stoehr
 - *Purim*

March

- Rabbi Chapman

April

- Rabbi Honig/Cantor Stoehr
 - Pesach, Yom HaShoah, Yom Ha'Atzmaut
 - 2026-2027 SH & MC Slates, CBS Board Slate/Annual Meeting

May

- Rabbi Chapman
 - *Shavuot*

June/July

- Rabbi Honig/Cantor Stoehr

Due Dates

Wednesday, July 1

Monday, August 3

Tuesday, September 1

Thursday, October 1

Monday, November 2

Monday, January 4

Monday, February 1

Monday, March 2

Thursday, April 1

Monday, May 1

Congregation Beth Shalom

The Bulletin Layout 2026-2027

Shalom may include some, but not all the content areas below, along with potential new features.

Leadership & Clergy

- Rabbi's Message
- President's Message
- Cantor's Message

Ritual

- Holiday
- Service Times

Education & Youth

- Religious School
- Youth
- Families With Young Children
- B'nai Mitzvah
- Club Spark

Celebrations & Lifecycle

- Milestones
- Yahrzeits
- Deaths of Esteemed Members
- Donations
- Photos

Adult Education & Programming

- CBS U
- Distinguished Speakers
- Events & Special Programs

Final placement and layout will be determined as we develop the new Bulletin format. Article placement may vary from month to month.

Congregational Life

- Sisterhood
- Men's Club
- HAZAK
- Membership
- Social Action
- Israel Committee
- Development/Giving
- Pride

32 pages - June/July and December/January Issues

Final placement and layout will be determined as we develop the new Bulletin format. Article placement may vary from month to month.