

WOTRS PROGRAM PLANNING FIELD GUIDE

Thank you for volunteering to lead a program or event!
Here is a STEP-BY-STEP Field Guide to Program Planning

2-3 Months Out	
Tasks to be Performed by Committee Chair or Designee	
Step One: Program Formulation and Approval to Hold Program	
<p>Identify high-level topic, speaker (Leader/Presenter, Entertainer), or program idea and location (Virtual, TRS or other) and present to your WoTRS VP for approval (see Board Jobs list to identify your VP). The idea should have a link to Judaism and meet the ideals of the WoTRS mission (intergenerational, welcoming, promoting Jewish sisterhood). If program recurs, it does not need to go through approval process except for date. See Step 2.</p> <p>Speakers or new program ideas must be presented by WoTRS Presidents for approval by Clergy liaison, Rabbi Stephanie Bernstein, prior to asking speaker or presenter their availability. Speakers ideally should be female, Jewish, and not aggressively selling their services; those who are TRS congregants are also appreciated. Note: Authors may bring books/performers, their CDs, etc. but main purpose of their talk should not be sales.</p>	
Step Two: Getting the Program on the Temple Calendar	
<p>After VPs and Rabbi Bernstein (if necessary) approve, ask Co-Presidents to request TRS approval for the concept, date, and location. Programs should be presented to TRS at least 90 days before the date of event. Presidents submit a Calendar Request Form for purpose of getting date approval, which will lead to inclusion on the TRS calendar. Program Chairs should inform Presidents if they plan to use Advanced features, such as these, at the time of booking time, so they can request proper Zoom Account from temple. Nathan Smuckler may be contacted for more information on these. It is important to specify these features at time of planning, or else a different account may need to be used/new link sent. This should be avoided to minimize confusion.</p> <ul style="list-style-type: none"> • TRS Staff • Collecting money at an event • Virtual/Hybrid Format • Breakout Rooms • Polls – then poll questions later • Screen Sharing • Host Key • Join Before Host • Waiting Room • Saving Chat • Sharing files <p>RSVPs: For virtual programs, RSVPs can be handled through a Zoom registration link. This link requires participants to register for the program first, then they are e-mailed the actual direct Zoom link for the program. In some cases, such as Book Club or other smaller events where Chair also needs to send particular information, like book, and personal</p>	

addresses meeting place, the Chair might just want to send the Zoom link directly (i.e. no registration needed).

In cases where money is being collected, an Eventbrite registration page must be used. For virtual events, the registrant will be sent the direct Zoom link from Eventbrite at the time of registration. Eventbrite will also automatically send a reminder a few days before the event. An Eventbrite page would also be used for any in-person gatherings. See Building Use Guidelines. <https://www.templerodefshalom.org/programming/> and TRS COVID Guidelines here: <https://docs.google.com/document/d/1Of5zp6ZAs2Kg9FqHQcNzy0C2imlrAMWrWOFJfHuWcJk/edit>

TRS staff will send approval, special instructions, registration information link, and Zoom Host Keys, where applicable to Presidents, who will send to Program chairs. Program Chairs should check all links on Calendar and Registration pages.

RSVP updates:

WoTRS does not have direct access to the list of women who have RSVP'd "Yes" to an event via Eventbrite or a Zoom Registration page. So, WoTRS must rely on the Temple staff to give us updates. The WoTRS presidents have arranged to receive RSVP lists once a week, starting just after the first promotional activity occurs, until the day of the event (if not already provided then, a list may be requested by presidents, the day of the event). The Presidents will distribute the list ASAP to the program chairs for the events. Program Chairs should not ask temple staff for additional RSVP lists.

Step Three: Form Program Committee to Carry Out Program

Recruit Volunteers/Form Committee. Ideas to Recruit Volunteers: Circulate list at Board meetings, ask in Hanashim or WoTRS Facebook

Step Four: Opportunities for Publicity

Submit Connection article using the guidelines below, to WoTRS Connection editors, copying your VP. Important Note: The **Connection** deadline is the 2nd Monday of ea. month for publication two months later. If three months out, Submit a "Looking Ahead article" with as much information as you have, and then repeat (removing "Save the Date" verbiage) for the month of the event. Articles may be submitted to The Connection using the e-mail address: WoTRSCONNECTION@gmail.com. Articles for the Looking Ahead section can be accepted for activities up to the 10th of the next month.

See the Connection Submission Guidelines:

<https://www.templerodefshalom.org/connectionsubmissionsformat/#.X00UDvIKiUk>

The Hanashim (Hebrew for The Women) WoTRS member e-letter has a deadline of the 12th of the month, prior to the month of publication. Hanashim editors will default to including same month's Connection articles, unless a different article or additional information There is more leeway in style, format and word count/length in Hanashim. The Hanashim is sent from this email address which should be added to members' safe sender list: wotrs@templerodefshalom.org

<p>Articles may be submitted to The Hanashim using the e-mail address: hanashim2100@gmail.com.</p> <p>Note: Connection and Hanashim are usually issued very close to the first day of the month. Only events posted on the Temple calendar will be included in the Connection.</p> <p>Please read your articles over a FEW times before submitting your articles to the Connection or Hanashim Editors for typos, correct time and dates, formatting and style. The style of writing in the submission should be crisp, informative, and engaging. If you need assistance, feel free to reach out to your VPs or to the Hanashim editors (who have offered help for anyone who needs writing assistance).</p> <p>Note About Accompanying Photos: Most Connection and some Hanashim articles have a photo. Rarely can the editors use a photo that is provided by the WoTRS submitter because they are not generally high enough resolution suitable for publication, or not formatted correctly. Also, photos are often subject to licenses/copyrights that restrict publication. Generally, it is best to leave the photos to the WOTRS editors and the TRS Communications Coordinator, as they will have the final say. If you have something very specific in mind, please contact the Connection or Hanashim editors and they can ask the Communications Coordinator for suggestions. If a photo is first used in the Eventbrite and Connection, the same photo is usually carried through to the Hanashim. Be conservative in publishing too many pictures from speaker presentations because that's their intellectual property.</p> <p>Note About Early Childhood Center (formerly Nursery School): All publicity should mention that all mothers from ECC are invited to Women of TRS events.</p> <p>Note About TRS "One-Off" E-Mails to temple women: TRS has agreed to send 1-2 special "one-off" messages to all temple women for WoTRS. If you'd like your event to be included in one of these, please advise WoTRS presidents, who will prioritize and work with TRS.</p>
<p>Other Arrangements</p>
<p>If providing a meal,</p> <ul style="list-style-type: none"> -Find out from VP what is the budget for the event food - Find caterer or other food vendor - Determine menu cost and set price with committee using WoTRS Fee Guidelines. http://www.templerodefshalom.org/wp-content/uploads/2014/10/Fee-Guidelines-Jan-2016.pdf - Arrange with Treasurer to pay caterer/vendor - If serving refreshments instead of meal, ask volunteers to bring if not buying, arrange for purchase and drop off location. Sometimes food can be stored in temple refrigerators, if discussed with temple staff first - Arrange for volunteers to help with set up and clean up.
<p>Arrange with Treasurer for payment/honorarium or donation to volunteer (put aside check) for speaker/entertainer.</p>

	Submit Video Streaming request (if applicable) to Nathan Smuckler; once your event has been posted to the calendar. Please note, video streaming requests must be received at least three weeks in advance.
--	---

1 Month Out	
Tasks to be Performed by Committee Chair or Designee	
1.	Plan and order program materials, i.e. food, programs, invitations, goody bags, books, supplies. Remember to use WoTRS Non-Profit tax exemption form for purchases that benefit program end-users. Available through VPs.
2.	If applicable, submit any additional or different/updated information for Hanashim. Otherwise, same content submitted for Connection will be default. Hanashim has greater leeway/more room for added verbiage. It's more conversational/lighter in tone than Connection (more straight facts, plus an attention-getting headline but there are strict word and space counts/limited space & tone), since Hanashim is the e-newsletter specifically for WoTRS members. You may have additional information or updates that you became aware of after Connection submission one month earlier – perfect place to add them is Hanashim.
3.	Review options for additional promotional activity (social media, TRS-List Serv, e-mails to target prospects such as attendees of similar previous events, or select flyers). Note: flyers may not be left out unattended at temple, but program chairs should e-mail or give some to Chair-people of other events (including major annual events like Membership Brunch, and recurring events like Baking Traditions, Mahjonn, Knitting Circle, Book Club, and Ladies Night Out) to cross promote your event. Other publicity options are the WoTRS Facebook page, the TRS List Serve and the Religious School and Nursery School newsletters. See publicity chart.
4.	Finalize arrangements for speaker, i.e., AV needs (i.e., Podium/Microphone and internet), schedule of arrival/ (make parking arrangements? Reserved parking cones may be set up for VIP speakers) whether they'd like to bring a guest, etc., and explain small honorarium or donation to a charity of their choice. See policy in Board Documents for typical honorarium amount (usually about a \$200 cap) https://www.templerodefshalom.org/wp-content/uploads/2020/06/WoTRS-Policies-Combined-June-2020.pdf <u>For Zoom/online events, be sure to sign up the speaker and any guests by registering them yourself or asking them to register. Most often, if there is any charge, we pay for them, and often one guest to attend.</u> <u>For Zoom Programs, Program Chairs SHOULD NOT FORGET TO SIGN UP THEMSELVES FOR PROGRAM IN ORDER TO RECEIVE LINKS!</u>
	Complete room set up form and discuss available food and beverage options with Nathan Smuckler. Due to COVID-19, no food and beverage is being provided by TRS. (layout of chairs, AV. This includes coffee, tea, napkins, cups and pitchers of water and iced tea). Be sure to review TRS Room Use and Inclusion Guidelines, including those for Outdoor events https://www.templerodefshalom.org/programming/ and see TRS COVID Guidelines here:

	https://docs.google.com/document/d/1Of5zp6ZAs2Kg9FqHQcNzy0C2imlrAMWrWOFJfHuWcJk/edit
6.	Decide if need Cash/Coins from bank for change/how to handle monies collected at event such as Squares for credit card transactions, and box/envelope for checks?
7.	Request Printed nametags and guest list (always ask for extra blank nametags) from Temple staff.
8.	If Book signing event, determine logistics for extra table (part of room request), how books will arrive, whether the speaker or WoTRS will provide volunteer to sit at table to take money, signing protocol, etc. Temple can help us with book purchases at times.

Day of Program	
Tasks to be Performed by Committee Chair or Designee	
1.	Pick up Supplies, nametags through Laura Rosh; check temple open hours)
2.	Check and Prepare Room - Check Set-up, including accessibility & Inclusion Measures, Child-Safety if any children will be attending (climbing hazards, sharp things on floor, ensure nursery school toys or musical instruments are covered up, if applicable), etc. - Set out tables with food or decorations. If room is out of way, have signs directing to it.
3.	Assign 1-2 volunteers to Check-In Registration, and record any Walk-Ins (if allowed); bring Sharpie pens. May choose to have flyers at table for related or other major WoTRS events. Hold on to Attendee List; Include attendance information in End of Year Report; Keep extra blank nametags for future events.
4.	Assign Photographer. Photos should represent the event and attendees of all ages; Before photos are taken, an announcement must be made that these photos may be used for WoTRS Facebook, WRJ Candle or other publications. If anyone is not comfortable with this due to privacy concerns or employment rules against social media inclusion, they should speak up, and photos shall not be taken of them. Ask photographer to send photos and a blurb to WoTRS Facebook after event. Also, to send to Barbara Schonfeld, contact for WOTRS Slideshow.
5.	For in-person events, collect Mazon (Jewish Response to Hunger) for all events where food is present. Some past leaders have Mazon baskets or you may make your own. Explain what Mazon is, and that giving is optional. Record how much is collected. Beginning in Sept. 2020, WoTRS has a designated donation page through the Mazon organization for online donations. Here is the link https://give.mazon.org/wotrs and can be provided in the chat box of a virtual event. This should be used at virtual events; cash donation would still be preferable to this for in person events as there is no fee associated with them.
6.	Thank everyone for coming, make announcements about future WoTRS events

After the Program	
Tasks to be Performed by Committee Chair or Designee	
1.	File Attendee List and other Important Information (keep Registration lists, marked up with any additional walk-ins/note no shows) for inclusion in End of Year Report
2.	Share your Success in Facebook Post including best/most representative photos and recap of event to include: Overall info about event such as # people attended, where it was, what

	was learned or most appreciated, thank you to speaker or volunteers, and info about any follow-on or related events.
3.	Also, send Photos to: - Barb Schonfeld for Slideshow - Flo Kittiver (WRJ Candle)3.
4.	E-Mail No-Shows to recap program/tell them we missed them/sometimes we recap to everyone to also thank them for coming, and include any follow-up information
5.	Complete Donor Report and submit to Donor Point Chair
6.	Submit Reimbursement Requests with receipts to Treasurer? Financial Secretary?
7.	Send any money collected (i.e., Mazon) to Financial Secretary with Deposit Receipt, located in board documents. Checks made out to WOTRS are preferred to cash.
8.	Consider holding Post-Mortem call or meeting with Committee to discuss event
9.	Submit End of Year Report to your VP and Presidents. Suggested formatting for the report can be found here. http://www.templerodefshalom.org/wp-content/uploads/2014/10/End-of-Year-Template.pdf
10.	For events that were especially successful, consider writing an article for The WRJ Candle (Flo Kittiver can provide template/suggested format).

For additional Program Planning Guidance, you may contact the following individuals:

WoTRS Co-Presidents
 Programming VPS
 Membership VPS
 Hanashim Editors
 WoTRS Connection Editors
 TRS List and Outside Publicity Chairperson - Flo Kittiver
 WoTRS Facebook Administrator

Except for Nathan Smuckler, for events which are already on the Calendar, please do not contact TRS staff directly on Program matters. They have requested one point of contact (co-Presidents). In some cases, if they start the conversation (i.e. about “your nametags are ready” or the like), you can interact on that level.

Continue to Appendix: WoTRS Publicity Chart for Program Chairs:

Women of Temple Rodef Shalom Publicity Chart For Use by Program Chairpersons as of 2/14/21

MEDIUM	CONTACT PERSON	DEADLINE
TRIS Connection	<p>WoTRISConnection@gmail.com</p> <p>Or</p> <p>For general questions, Mary Ann Kennedy Rose.ken@verizon.net 703-864-3564</p>	<p>Second Monday of the month, two months before event.</p> <p>Notice by e-mail, and announcement at board meeting</p> <p>Example: early August for October Connection Must follow Connection Submission Guidelines</p> <p>https://www.templerodefshalom.org/connections/submissionsformat/#.XzR8aBNKhQI</p> <p>Note: Looking Ahead section may only contain events up to 10th of the next month.</p>
WoTRIS Monthly e-letter Hanashim	<p>Hانشim2100@gmail.com to submit articles</p> <p>or</p> <p>For general questions. Janet Fortney jmfortney@comcast.net 703-887-8722</p> <p>Barbara Sarshik Barbara.sarshik@gmail.com 703-448-7453</p> <p>Jamie Starr</p>	<p>Due the 12th of the month before (2 months before for save-the-dates) unless we are notified differently</p> <p>Notice by e-mail and announcement at board meeting</p>

	jamie.starr228@gmail.com 703-615-5308	
TRS Weekly Newsletter	Contact Co-Presidents for specific requests for inclusion	Pre-pandemic only certain WoTRS events would be highlighted on space available basis. Since Mar. 2020, all WoTRS events have been automatically included.
TRS Early Childhood Center (ECC), TRS' Nursery School Mothers are invited to all WoTRS events. If event specifies it is targeted to WoTRS, and TRS women, ECC mothers must also be listed.	Florence Kittiver Misskitt2@aol.com 703-938-8746 Do not send anything directly to the Early Childhood Center. Florence will send information to ECC after Program Chairs send information to her.	Published once a month, usually the first week of the month. Must receive information before the 22 nd of the previous month. Example: September for October event. Note: As of Dec. 2020, newsletter is on hold .
TRS Religious School The Schmooze	Florence Kittiver Do not send anything to the Religious School. All information must come from Florence. Send info to Flo for Religious School.	At least three days in advance. (TRS Religious School closed Mon) Must be received by Thursday for the following Wednesday publication
Falls Church National Press	Florence Kittiver	Thursday for the following week's edition. No more than 250 words
Washington Jewish Week Any problems, contact – David Holzel	Florence Kittiver	This will post quickly. Notice of acceptance or denial within a few days.

dholtzel@midatlanticmedia.com		
The WRJ Candle	Florence Kittiver	<p>Due by 1st of the Month For that month's publication.</p> <p>Mid-Atlantic regional online publication - Good place to highlight successful programs after the fact. Note, Express permission must have been granted by participants for their picture to be included. Individuals in photos will be identified by name.</p>
JConnect On-line source for everything Jewish in the DC area	Florence Kittiver	This will post quickly. Notice of acceptance or denial within a few days.
Fairfax Times	Florence Kittiver	<p>Three weeks in advance Notices must be received two weeks before the event but usually we are accommodated.</p> <p>Space available basis</p>
Connection Newspapers	Florence Kittiver	<p>Select an Area. Serves Great Falls, McLean, Vienna, Arlington and Alexandria especially</p> <p>Two weeks in advance Deadline is Friday 2pm for the following week's paper Space available basis And may be edited.</p> <p>To be included, events must take place within their coverage area and be open to the public for</p>

		<p>free or at a nominal charge.</p> <p>Prefer shorter articles</p>
<p>Facebook-Pictures and written information to be placed on the WoTRS Facebook page</p>	<p>Post yourself (and Debbie Droller, WoTRS FB administrator will approve or disapprove) or contact Debbie Droller for assistance</p> <p>Debbie Droller debbiedroller@gmail.com 703-790 9635</p>	<p>Prior to event, as Save the Date, and then reminder closer to date, or as needed, and then showcase event's success as soon as possible after it occurs.</p>

TRS-List Serv	Florence Kittiver	Goes to the e-mail distribution of the TRS List Serv.
WoTRS Slideshow	Barbara Schonfeld Bschon100@gmail.com 703-966-7564	E-Mail photos from events as soon as possible to Barbara Schonfeld. Identify event and names of people in pictures.
Craig's List	Florence Kittiver	As soon as possible This will post quickly.
Photographs for TRS website or TRS Facebook page	trsphotodrop@gmail.com	As soon as possible
Women of Reform Judaism (WRJ) Website WRJ.org/mid-atlantic Click on Sisterhood events Click on Sisterhood news Click on Area 5 (TRS' home area) Scroll down to TRS	Florence Kittiver Website is currently being updated.	Word document and JPEG should be sent to Florence
YAMMER WRJ Dialogue link	Florence Kittiver or Post on Your Own	Request to join via e-mail Leadership@wrj.org or www.yammer.com/womenofreformjudaism Posts pretty soon after submitted (usually by Florence Kittiver)
WRJ Candle Newsletter	Florence Kittiver or Post on your own	Send information in a Word Document and pictures in JPEG to Florence. At this point, there are no deadlines but this can change. These are published once a month.

		No more than two paragraphs
--	--	-----------------------------

Additional Notes:

Please do not contact Sarah Rogoff, the TRS Religious School Office or the TRS Early Childhood Center (Nursery School) Office on your own.

Direct all questions to the proper contact person. See Field Guide to Program Planning.

When submitting items for local newspapers without forms, articles need to be edited to a few sentences, add the name, address and contact number for TRS.

Florence cannot submit anything on Shabbat to Jewish publications.

Permission to take photos for use in publicity must be expressly given. Program leaders must disclose that photos may be published in social media, WRJ Candle, and other communications. Be conservative in publishing too many pictures from speaker presentations because that's their intellectual property.

(PR Chart source: Lisa Katzman/Florence Kittiver)