

All Souls Parish Event Guide

Helping You Plan and Promote Successful Parish Events

Overview

The All Souls Event Guide is designed to help ministries and parish groups plan, promote, and execute successful events. By following this timeline and process, your event will be properly scheduled, supported, and communicated to our parish community.

Goals of This Guide

- How to reserve your event date
- How to request needed supplies (tables, chairs, etc.)
- How to promote your event through parish communication channels

Event Planning Timeline

3–6 Months Before the Event

Meet with Elvia Rumaldo, Office Manager to discuss your event and fill out the appropriate event request forms. Be ready with the following details:

- Name of Event, Date & Time
- Location & Capacity
- Main Contact Person
- Supplies Needed (tables, chairs, etc.)
- Marketing Needs, such as:
 - Graphic design support
 - Web page or donation page setup
 - Bulletin ad
 - Mass announcement (see announcement guidelines)
 - Mass announcement slide
 - Social media posts (Facebook, Instagram)

1–3 Months Before the Event

Submit all required forms for approval.

Upon approval:

- Your event date is confirmed and added to the parish calendar.
- Arrangements for supplies are made.
- The Communications Coordinator is notified of all marketing needs.

- Submit all event details, logos, and copy for promotional materials. If using parish design services, submit requests as early as possible.

1 Month Before the Event

- Event web page and/or donation page (if applicable) is published.
- *Optional Save the Date Social Media post is published.*
- Event is listed in the parish bulletin.
- Final arrangements for supplies are confirmed.

3 Weeks Before

- Mass announcement slide is shown.
- Bulletin listing continues.

2 Weeks Before

- Mass announcement slide is shown again.
- Bulletin listing continues.
- Social media post is shared.

Week of the Event

- Mass announcement slide is shown again.
- Final social media reminder is posted.
- *Optional Mass announcement is made (see page 9 Mass announcement guidelines).*

1–3 Weeks After the Event

- Optional 'Thank You' post is shared on social media.

Reminders

- Event planning works best when started at least 3 months in advance.
- **No events or meetings on premises when the parish office is closed for a holiday**
- Parish resources (bulletin space, announcement time, design work) are limited and prioritized by approval date. **Last-minute requests may not be accommodated and do not guarantee the availability of parish resources or full marketing support.**
- Early communication helps ensure your event is well-supported and reaches the intended audience.

Contact

Elvia Rumaldo – Office Manager

Email: erumaldo@asccsanford.org Phone: (407) 322-3795

Parish Office – 301 W. 8th Street, Sanford, FL 32771



Event Promotion Guidelines

How to reserve your event date and request supplies needed

Reserving a Date

When requesting a date for your event, please use the designated form (pages 4-6) and provide all relevant information. This helps us coordinate effectively and ensure your needs are met.

Table Set Up

Please set up your table or station in the outdoor area of the church—either under the alcove or further outside. Please do not set up in the narthex to avoid blocking the flow of traffic inside the church. This allows for a more welcoming and open space for all.

Display Set Up

You can set up your display before Mass begins. Including a flyer or sign with event details will help attract attention and inform parishioners effectively.

Engagement with Parishioners

We encourage you to engage actively with parishioners after Mass to maximize interest and interaction in your event. Please do not engage with parishioners at your table before the Mass. This allows them to enter the mass celebration with peace of mind without being distracted by other information.

Promoting your Event

Please see page 10

All Souls Catholic Church

Facility/Google Calendar Request Form

Parish Office: (407) 322-3795

Fax: (407) 322-1131

1. CONTACT INFORMATION (print)

Person requesting Activity: _____

Group Name / Organization: _____

Phone numbers: _____ hm/wk/cell _____ hm/wk/cell

Email Address: _____

Today's Date: _____

2. ACTIVITY NAME

Event Name: _____

Description of activity: _____

3. DATE & TIME OF ACTIVITY

Starting (mm/dd/yyyy): _____ Ending (mm/dd/yyyy): _____

Occurrence (please check): One Time Weekly Every Other Week Monthly (week of month) 1st 2nd 3rd 4th 5th

Day of the Week (please circle): Mon Tues Wed Thurs Fri Sat Sun

Event SET-UP Time: From: _____ am/pm To: _____ am/pm

Event START Time: From: _____ am/pm To: _____ am/pm **

***Clean up shall immediately follow the end of the event.*

Use of Social Hall requires the additional submission of the Set-up schematic. Please initial & attach _____

4. ROOMS REQUESTED

(please circle or fill in): Church Chapel Gym/Hall Office Conf. RM Office Suite-C
SVDP House TRC ZOOM Other _____

If a specific room is not desired, please indicate the number of people expected in the activity and an appropriate room will be assigned: _____ # of people

5. NOTES

We will check availability and request approval for your activity. Please call the office at **407-322-3795** if you do not hear from us within a week. Thank you!

Please note that Liturgical, FF and School Events supersede all other parish ministry/organization activities. It is highly unlikely, however, in the event that an Event needs to be scheduled on the day you desire, the use of a facility for your event may be canceled.

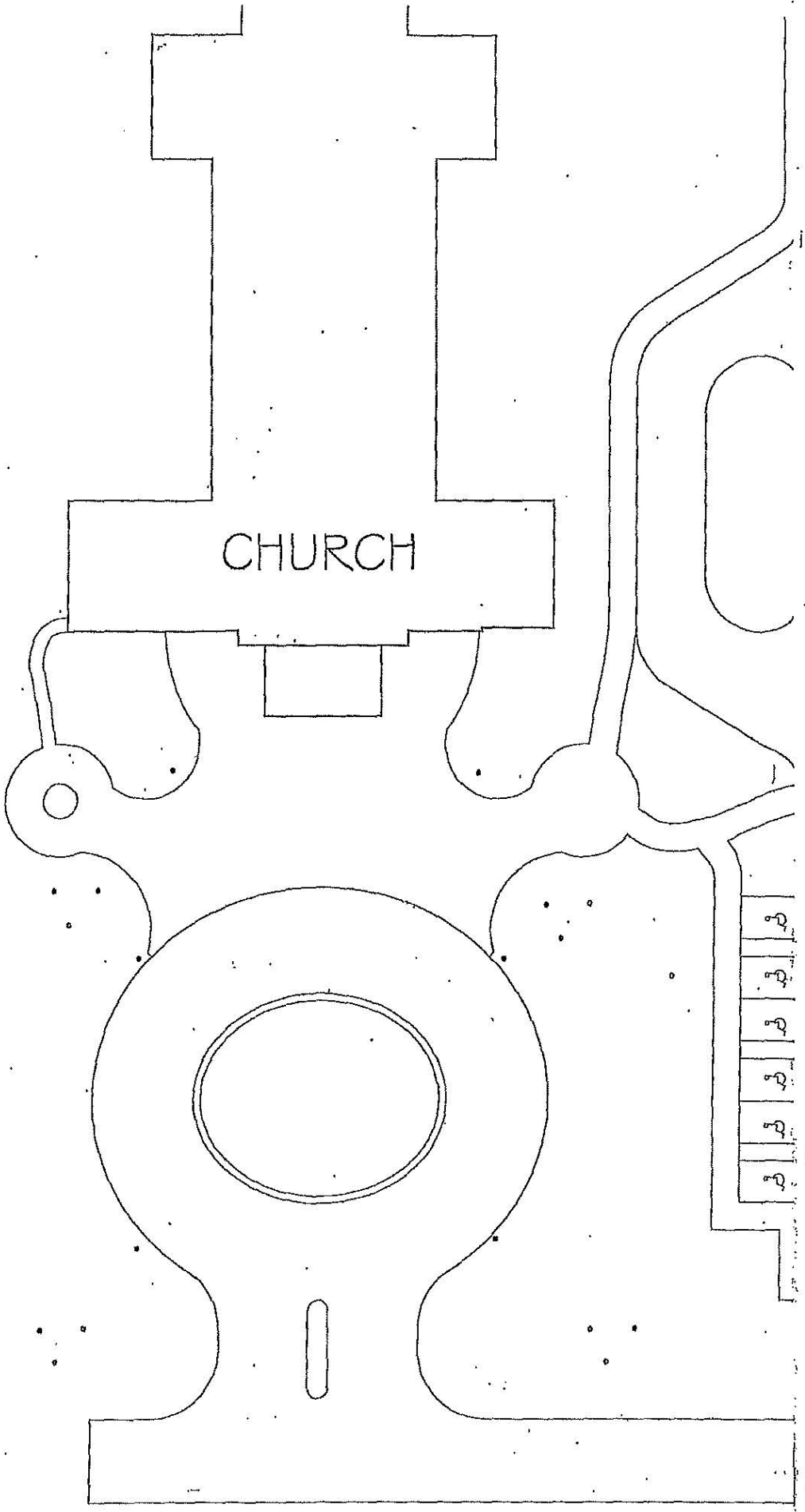
CC: ___ Liturgy/Music ___ Faith Formation ___ Facilities ___ School ___ Business Office

Notes: _____

Parish Office Use Only

Approved by: _____ Date _____

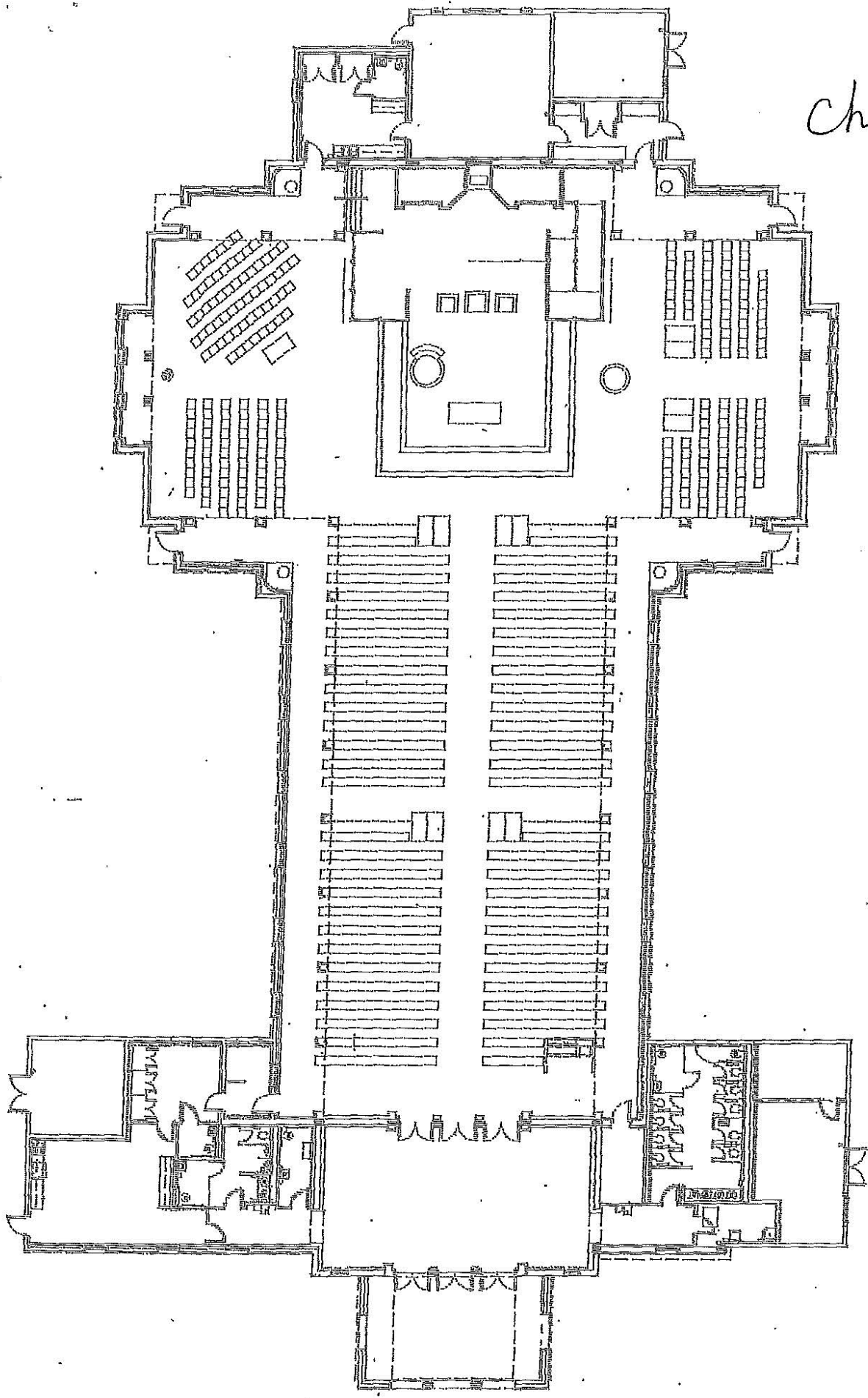
Entered in Calendar by: _____ Date _____

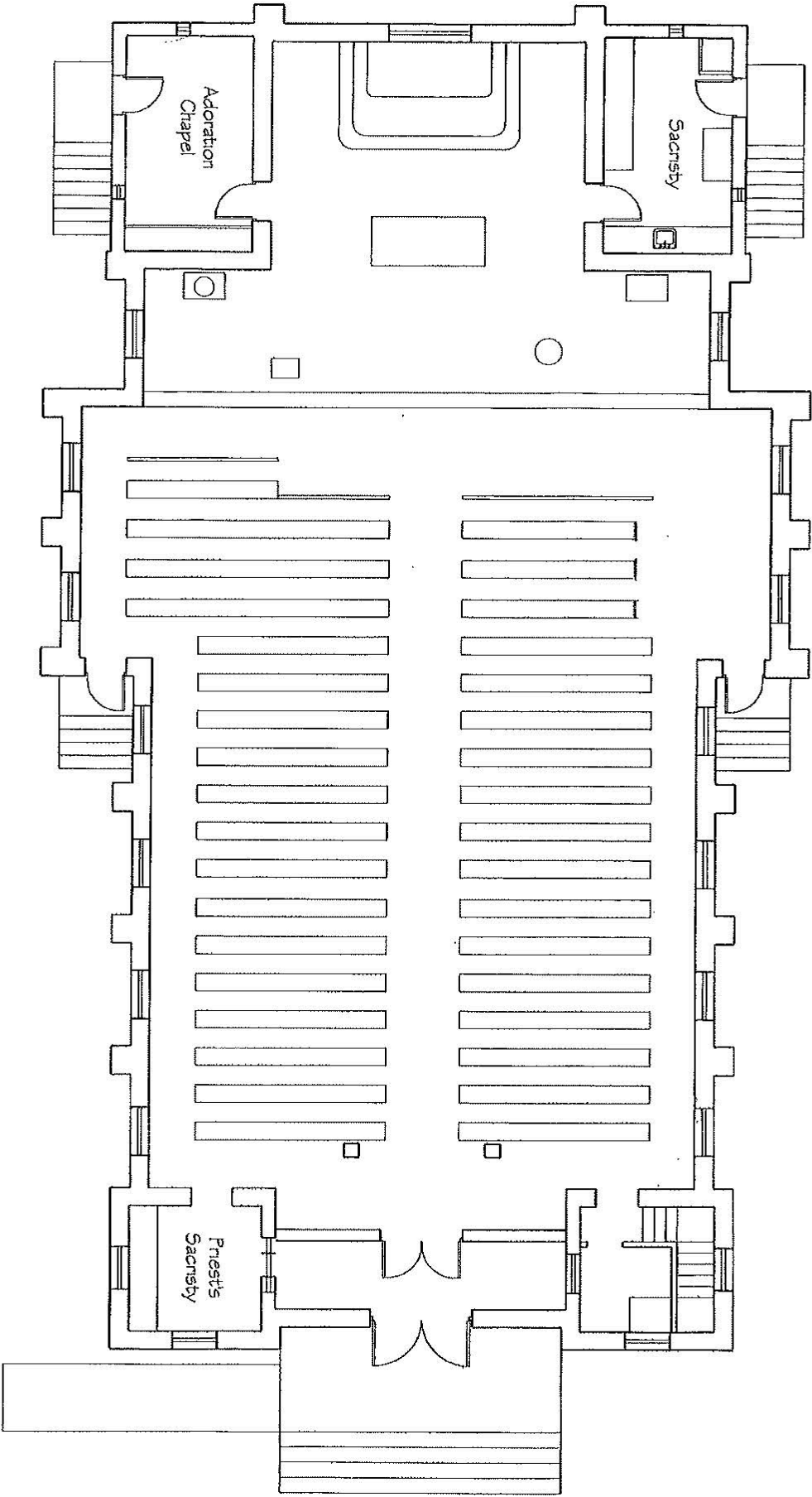


CHURCH

6 car stalls

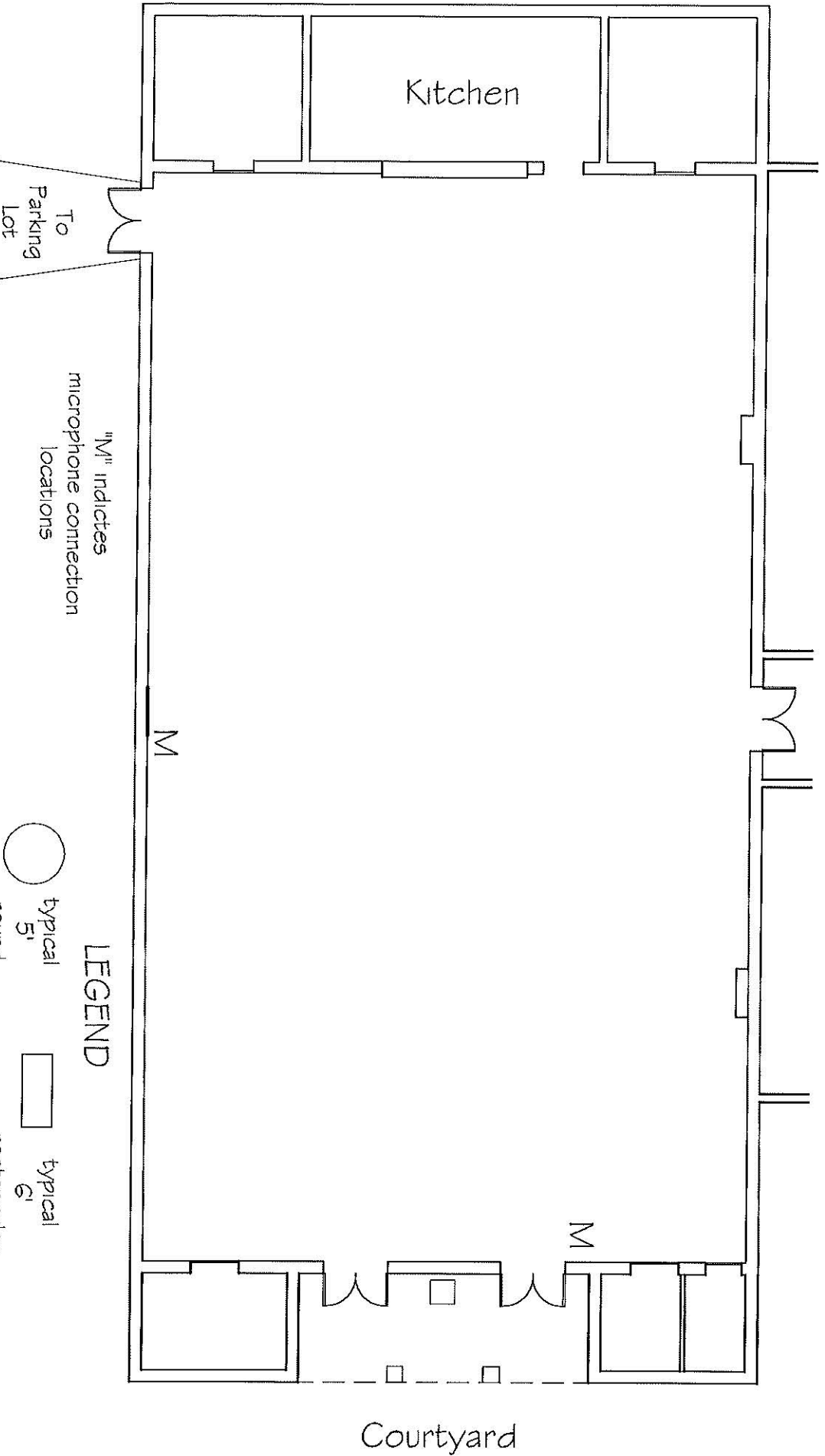
Church





All Souls Catholic Church, Historic Chapel

Please sketch your desired table and chair set-up, including microphone & podium, if needed, and any electrical requirements; room dimensions are approximately 50' wide by 90' long



"M" indicates microphone connection locations

LEGEND
 ○ typical round 5' table
 □ typical rectangular 6' table

All Souls Catholic Church & School Social Hall

All Souls Event Promotion & Communication Request Form

Please complete the form below to request promotion support for your upcoming event. This form should be submitted **at least 3 months prior** to your event for adequate planning and communication.

Promotion Needs:

Please check the promotion services you are requesting:

- **Design Support**
 - (Includes event flyers, social media posts, bulletin ads, and slides)
- **Event Web Page / Donation Page**
 - (For event registration or donations)
- **Bulletin Advertisement (due 10 days before the bulletin you would like it in)**
 - (Submit content and request for placement in parish bulletin)
- **Mass Announcement (see guidelines)**
 - Cantor Announcement (see guidelines – only day of event)
 - Mass Announcement Silent Slide
- **Social Media Posts**
 - (Facebook & Instagram: Provide content details and images)

Event Description & Communication Details:

1. **Brief Event Description:**
 - [Input Field]
2. **Logos, Images, or Design Files:**
 - [Upload Field for files]
3. **Text for Bulletin Ad, Mass Announcement, or Social Media Post:**
 - [Input Field]
4. **Additional Notes you'd like to share:**
 - [Input Field]

Approval: I confirm that I have reviewed the marketing guidelines and understand the deadlines and availability of parish communication resources. I agree to submit all required materials by the designated deadlines.

Please submit at least **3 months before** the event to ensure we can accommodate all promotion requests.

Event Promotion & Communication Guidelines

How to promote your event through parish communication channels

The All Souls Communications Team is here to help you effectively promote your parish event. This guide outlines the tools available, when to request them, and what each communication channel is best used for.

Communication Channels Overview

Below are the most common parish marketing tools available to event organizers:

- **Graphic Design Support:** Available for flyers, slides, and social media graphics. All content (event details, logos, and photos) must be submitted at least **4-6 weeks** in advance. Design is subject to approval and availability of resources.
- **Event Web Page / Donation Page:** A dedicated event page can be created on the parish website, including RSVP or donation links if needed. This is ideal for events that require registration or donations.
- **Bulletin Advertisement:** Parish bulletin ads are text-based or graphic and appear in the weekly bulletin. Submit requests at least one month in advance. Space is limited and ads are prioritized based on approval date.
- **Mass Announcements (Spoken):** Reserved for liturgical events, parish-wide news, and ministries present at Mass. See full Mass Announcement Guidelines for what qualifies on page 7. Not all events will be included here.
- **Mass Slides:** These are visual slides displayed before Mass.
 - Silent Slides: Shown before Mass begins, ideal for upcoming events, reminders, or calls to action.
 - Announcement Slides: Displayed during spoken announcements.
 - Events are allowed at least one to two silent slide showings (week before and week of the event).
- **Social Media:** Great for generating interest, promoting sign-ups, and thanking attendees afterward. Posts are typically made:
 - 1 month before (Save the Date)
 - 2 weeks before
 - Week of the event
 - Post-event 'Thank You' (optional).

Promotion & Communication Timeline

To ensure sufficient preparation and visibility, please follow this recommended schedule. All schedules are subject to change:

1-3 Months Before the Event:

- Submit all event details and required forms for approval with Elvia Rumaldo.
- Confirm marketing needs.
- Submit all assets: logos, images, wording for slides/posts/web.
- Event is listed in the bulletin.

3 Weeks Before:

- Mass announcement silent slide is shown.
- Bulletin listing continues.

2 Weeks Before:

- Mass announcement silent slide is repeated.
- Social media post goes live.

Week of Event:

- Final Mass slide is shown.
- Final social media reminder is posted.
- Optional pulpit announcement (must meet criteria).

1-3 Weeks After Event:

- Optional 'Thank You' post on social media (include photos if available!).

Event Promotion & Communication Timeline						
Timing	1-3 Months	3 Weeks	2 Weeks	Week of Event	Post Event	
Bulletin		X (Save the Date)			optional	
Slides at Mass		X	X	X		
Announcement before Mass (only for parish news, school, or ministry on site at Mass: table, etc)	- Submit all event details and required forms for approval with Elvia Rumaldo. - Confirm marketing needs. - Submit all assets: logos, images, wording for slides/posts/web.			X (if it meets guideline)		
Social Media: Facebook, Instagram, X		X (Save the Date)		X	optional	
Website Landing Page (as needed, usually for large parish-wide events)		X (6 weeks out)				

Mass Announcements Guidelines for Events

To ensure clarity and reverence during Mass, the following guidelines outline what qualifies for spoken announcements and how event information is shared through visual slides.

Cantor Announcements with Slide

Only key updates will be read aloud at Mass. These are limited to four main categories:

- **Liturgical Notices**
Holy Days of Obligation, special Masses, or important liturgical events.
- **Parish-Wide Information**
Office closures, the opening of the Mass Intention Book, parish-wide surveys, etc.
- **School-Related Events (Case-by-Case Basis)**
Announcements such as an *Open House* may be included. However, other school events (e.g., golf tournaments, galas) will be promoted through the bulletin, **silent slides**, or social media unless the school is on-site to sell tickets, etc.
- **In-Person Ministry Presence at Mass**
Ministries that are physically present at Mass (e.g., Knights of Columbus distributing brown bags, CCW ticket sales after Mass) may be announced.

Mass Slides

There are three types of visual slides used in the church before and during Mass:

- **Silent Slides**
Displayed before Mass begins while people enter and find their seats. These include:
 - **Parish reminders (e.g., Food Pantry needs, parish registration)**
 - **Upcoming ministry events**
Each event slide may be shown two or three times: at least once the week prior, and once the week of the event.
 - **Note: Slides stop at least 5 minutes before Mass begins to allow for quiet reflection and preparation.**
- **Announcement Slides**
These slides accompany spoken cantor announcements and are shown *as the announcements are being read.*
- **Liturgical Slides**
Used during Mass for the music lyrics, readings, and prayers only.