

GUIDE TO EVENT PLANNING AT KOL TZEDEK

Events beyond our regular Shabbat and holiday programs

May Kol Tzedek events, meetings, and gatherings are coordinated by individuals, committees, or havurot. We encourage our members to take initiative in organizing events, in conversation with the rabbi. Below is information about the logistics of scheduling and publicizing events.

Internal Organizing: Meeting Offsite (i.e. Board, committee, and havurot events and programs that members want to organize and run *at an offsite location or a member's home*)

1. Check the KT calendar to make sure that there are no conflicts. (Note: if your event is more than 4 or 5 months in the future, you should assume that regularly scheduled events will continue into the future, even if they aren't on the calendar.) If there is a potential conflict, check with the rabbi about the schedule.
2. If you are an committee/havurah leader, you should already have an email address for that group. Visit the calendar for that account.
Note: If you need a KT email account, permission to modify the KT calendar, or training on Google calendars, email webmaster@kol-tzedek.org.
3. Create your own event. Make sure to include the time, location, and a 2-3 sentence description. Choose "Calendar: Kol Tzedek Events and Services" instead of the calendar for just your group. If your event changes or gets cancelled, please remember to remove/change it!
4. Once any event is on the calendar, it will become part of the newsletter.
5. You are responsible for all logistics of the event.

Internal Organizing: Meeting at Calvary (i.e. Board, committee, and havurot events and programs that members want to organize and run *at Calvary*)

1. Email admin@kol-tzedek.org with proposed dates and times, location, 2-3 sentence description and RSVP email address
2. The office administrator will contact Calvary and see about adding event to their calendar and/or room availability. Allow 1-3 days for this.
3. Admin confirms that the date is open and available.
4. If there is a conflict or two events would be planned at the same time, admin will check with the rabbi to make sure the date is acceptable.
5. Admin adds the dates to calendar that are approved and writes back about any dates that do not work (and if changes are made, admin can update).
6. Once any event is on the calendar, it will become part of the newsletter.
7. It is your responsibility to check in with the office administrator and event administrator (scott@kol-tzedek.org) to make sure that catering, set-up, etc to make sure logistics are handled.

External Organizing (i.e. Co-sponsoring with community organizations or hosting a speaker who is in Philadelphia for a particular amount of time)

1. If president or other lay leader receives a request to co-sponsor or host a program or a member would like to bring forward a proposal, send a basic description, proposed dates and any cost required to admin@kol-tzedek.org
2. Admin will ensure that the organization is legitimate and general alignment with Kol Tzedek values and determine how much the program or speaker would cost (if at all)
3. Admin will check in with the rabbi and rabbi will determine whether the program is an appropriate use of resources and the timing works for the flow of the calendar
4. Once approved, same as above

Organizations that we have worked with: Jewish Farm School, Repair the World (events often at their space), Center City Kehillah, Leyv-Ha-ir Center City Synagogue, other Calvary groups
Other situations are when out of town speakers are in Philadelphia on a speaking tour, etc.

Special attention should be paid to vetting programming related to Israel or Israel-Palestine and/or any programming organized by local Israel and Israel-Palestine organizations because Kol Tzedek strives for balance and multiple perspectives.

Classes

1. Rabbi, rabbinical intern or students, and/or learned lay people who are going to teach classes at Kol Tzedek should organize a schedule of classes in conjunction with each other (to space out classes appropriately)
2. When a person will teach a class, they need to choose a title, dates, and cost (typically a discount for KT members)
3. If the class will be held at Calvary, admin will check the Calvary calendar
4. Once dates are approved, admin will email treasurer@k-t or will go into givingfuel to set up online payment and give the online link to the teacher
5. Admin will post class descriptions on the website when they are ready
6. Admin will email communications@k-t to ask for a special newsletter for a class or classes to facilitate earlier registration

Relationship to Publicity:

- Havurot are publicized in newsletter and on specific google groups- by members of those groups
- For special, one-off events, congregational volunteer will create a Facebook event or share existing event on KT Facebook page, some events (i.e. High Holidays) get Facebook Boost; if needed, admin will create facebook page or add members as administrators so they can do so
- With Rabbi and Committees' determination, some events will get additional publicity through online listings (i.e. Jewish Exponent, West Philly Local, etc)