



Community Events

SHINING WATERS REGIONAL COUNCIL

Here are some notes to assist you with adding an event to the [Community Events Calendar](#) on our website. Please read these instructions before asking for assistance.

Who can submit an event?

Any United Church member/staff/volunteer within Shining Waters Regional Council can submit an event **if they are willing to be listed as a contact person**. You do not have to be the host of an event to serve as the contact, but it means that you are willing to vouch for the event and to leave your e-mail address for people who want to inquire. We have found it works best to have the event organizers post the information themselves as it gives the most direct connection for anyone who is interested in attending. However, if you are posting the event and you are not the organizer, include information in the event description to ensure people have the contact information that they need. Since this is our tracking system, we will not post events without e-mail contacts.

Do I require an account to add an event?

No. You are not required to log into the website to list an event.

What is the criteria for events that can be published on the Shining Waters Regional Council (SWRC) Community Event Calendar?

The SWRC Community Events Calendar is a public listing for events that are affiliated with and relevant to The United Church of Canada and/or communities of faith within our region. Remember this is a region wide listing, so every time please consider if this is an event that folks around the region would be interested in before listing it. If your event is more likely to draw folks locally then distribute it in your own neighbourhood.

The Community Events Calendar is for events:

- that are located within the boundaries of the SWRC or recommended by staff if otherwise;
- that have some relationship with The United Church of Canada and our ethos, including events hosted by local communities of faith, ecumenical and multi-faith friends, community organizations.

Events that will not be approved:

- events that promote hate, violence, harassment, explicit content, sexism, racism, homophobia, transphobia;
- business/industry events;
- partisan events;
- personal fundraisers
- events with no e-mail contact.

Staff will use discretion to interpret these criteria. If your event is not published you will receive the following notification. "Sorry, this event does not fall within our guidelines."

Where do I find the form to add an event?

Go to the events section of our website www.shiningwatersregionalcouncil.ca/events and find the form [Add a Community Event](#) in the Events menu.

What information do I need before I start?

This is the information that the form requires:

- **Title:** the name of your event
- **Description:** Use a short, clear and inviting sentence to describe your event, including who you hope to attract. Don't repeat information here that is also listed below.
- **Time:** Include both start and end time if you have it, check that you have the A.M./P.M. designation listed correctly.
- **Date:** Enter a single or reoccurring date. The Start/End - this is simply when the event starts and finishes. Clicking into either date field will pop up a date picker, where you may select your desired dates from a calendar. Select event start and end times from the drop-down menu, or you may enter your dates and times manually if you prefer. If you already checked the All Day Event box you will not be able to specify a time for your event . The All Day Event checkbox is useful when the event is taking place on a particular date (or dates) - but you don't really know when, or else feel that it is good enough to say it takes place "all day" without being more specific. **Recurring events - please read more info below on limitations.**
- **Image:** Save your image as a separate file. The file format can be .jpg or .png. **Do not use a PDF file format as the system does not recognize it.** We do not receive any notification that you have added a PDF so we cannot notify you of the error. It's nice if your image is at least 600 pixels in width. Please keep the file size as low as possible. No copyrighted material is allowed unless you have secured the rights to use it. You may submit your event without an image if you choose, but it stands out less. Please do not send an image separately after you have posted your event.
- **Venue:** Once you have entered the location of your event once, you may use it again in another listing. **Note for On-line events:** You can choose Online Event from the list of existing venues, or something similar from what others have created in the past, or create another label for your event, like Webinar, Zoom discussion, etc. You can post the link to the event, or the event

registration page where the form asks for the Website. If you would rather not post the direct link to your meeting, you can put a note in your description as to how people can find the link, or register for your event.

- **Categories:** Always choose Community Event and as many other categories as apply, unless you are posting an online worship event. For online worship please choose: streamingworship as the category. These events will be listed on our [website here](#). These settings determine what page your event will appear on. Cross-listing your event is fine as long as it is actually what you say it is. All events, except for online worship will be shared in our monthly events calendar.
- **Tags:** select key words here that you think people might use to search for your event
- **Organizer:** This is the field we use to monitor if events fit within our guidelines. All events must be submitted by United Church members in our region. You don't need to be the actual host of the event to be listed as the Organizer. If the host and the organizer are different, include the hosting information in the event description. If you don't wish to leave a phone number, just leave it blank. **An e-mail address is required.** As long as you have permission and it is an active address you can use an organizational e-mail here, for example a church info e-mail.
- **Website:** This is your event's on-line home. It could be on your community of faith website, a Facebook event, a YouTube link, a Zoom meeting, or Eventbrite. If you would rather not post the direct link to your meeting, you can put a note in your description as to how people can find the link, or register for your event.
- **Cost:** If there is no cost, leave it blank and this field will not appear.



Use a simple text editor like Notepad to collect all your information and then just copy (Ctrl+C) and paste (Ctrl+V) or (Cmd +C and Cmd+V on a Mac).

How much detail should I include?

Please note that our Community Events calendar is intended to be a listing only. It is not intended to provide all the information about your event. Create a separate on-line home for your event to provide registration, ticketing, posters, and detailed event information.

Recurring Events

We ask that you do not post your event weekly or bi-weekly for long periods of time. Instead, please post your event only once a month. As our Community Event calendar is also used as our monthly newsletter, recurring events posts show up so often in that feed that other, equally important, events just get lost and people don't read any of it. We will change any recurring events to show only once a month, as close to the beginning of the month as we can so they end up top of the newsletter list. As well, recurring events should be posted for no longer than about 6 months, and then resubmitted if your recurring events continue on.

Where do I get a url (website address) for my event?

Options include posing your event on your congregation's website, [creating a Facebook event](#), an [Eventbrite event](#), a [Zoom meeting](#) or a [Google Hangouts](#) .

Where can I find images for my event promotion?

You can find images available for re-use on www.pexels.com and www.unsplash.com. And there are both images and templates available for free at www.canva.com, an on-line design website. Regional staff don't have capacity to provide assistance for images or event materials.

What happens after I submit it?

After you hit submit there is a notice on the web page that says "event submitted". Events are held for review before publishing. Events are approved by staff during business hours, Monday to Friday. Please allow up to 48hrs for the approval process. Usually events will be approved during the same day they are posted, but please allow for extra-time as may be required due to general workload. When your event is approved it will appear in our [Community Events Calendar](#) listings based on the categories you chose and you will receive an e-mail that notifies you it has been posted.

Can I edit my event after I have submitted the form?

No, you cannot edit your information once you have submitted your form. If you need to make a change please contact Celio de Andrade Santos at cdeandrade@united-church.ca Admin Support for Shining Waters Regional Council.

Can you buy a ticket to an event through the Community Event Calendar?

No, this is a listing only, event registration, or tickets must be provided on another site.

Can you purchase event merchandise through the Community Event Calendar?

No, there is no sale of merchandise permitted through our website. If there is merchandise available for sale at your event, you can mention it in the event description so people may come prepared to buy.

Can you register for events through the Community Event Calendar?

No. If registration is required you need to have a way to do that off site. The exception here is that events that are hosted by Shining Waters Regional Council may also include on-line registration from our website. There are suggested good registration practices for United Churches on the [Buying United website](#).

How else can I promote my event?

- Nothing beats a personal invitation or request to join. If there are folks who you really hope will come to your event, reach out in person.
- Create a Facebook Event and encourage everyone to share it. You can also begin a conversation with participants here before your event starts to help introduce speakers, or share planning details and encourage participants to connect with each other.
- If possible include your event listing on the site of your venue – some people may check there for information.
- Create an event hashtag -- a word or phrase preceded by the pound sign (#) that can be used on social media websites and applications to identify messages on a specific topic.

- Go where your potential audience is – consider who you are hoping to attract promote your event where they already hang out. If you don't know, try searching for similar events and see where they are listed. Or ask someone from the crowd you hope to attract where they usually find out about things. Ask people who do show up how they found out about your event and you will know to use this channel the next time.

How do I find out about other events in Shining Waters Regional Council?

There are three ways to find out about events in Shining Waters.

1. Shining Waters Regional Council will e-mail members directly about events that are hosted by the region.
2. All events are listed on our website events calendar www.shiningwatersregionalcouncil.ca/events and divided into categories. Visit the areas you are interested in to learn of upcoming events that have been posted.
3. All our subscribers will receive a regular **Community Events Newsletter** that summarizes all event listings.

Can I filter the events notification in the Community Events Newsletter to receiving only the category of events where I have interest?

No. At this time we are inviting subscribers for all events. If you prefer a filtered view, for example, only justice events, then visit the website and view the page for that particular category.

Contact

If you need help with the process of submitting an event or have suggestions on how we can improve the calendar please contact Donna Rutz drutz@united-church.ca, Communications and Administrative Support. We hope to continue to improve this online tool to serve both event planners and potential attendees.