



COMMON STREET SPIRITUAL CENTER

PROGRAMS & EVENTS PROMOTION GUIDE

1. **Planning:** carefully plan your event; include other people if possible. In our experience, the most successful events tend to have more than one person dedicated to planning and promotion.
2. **Scheduling:** to schedule your program or event, please email us a completed Building Use Request Form to info@commonstreet.org
3. **Promoting:** this is the responsibility of program leaders and event organizers. CSSC can offer to support your efforts in the following ways, but the responsibility is yours!
 - a. You're welcome to post a flyer of your own design on our bulletin boards at the front and side entrances.
 - b. You're welcome to advertise, free of charge, on our meetup page: BuildingCommunity@CommonStreetSpiritualCenter. To do so, sign up at [meetup.com](https://www.meetup.com). Then join our meetup group and let us know. We will then make you an event organizer so you can post your programs and/or events @ CSSC to our page. It is that easy!
 - c. At CSSC's discretion, public events/programs may also be listed on the calendar on our website (commonstreet.org) and/or included in our monthly newsletter and/or cross-listed on our Facebook Page.

If you want your event listed on our calendar or newsletter, email us a 2-3 sentence description and a picture with the subject line "CSSC Calendar/Newsletter Listing." For a Facebook cross-listing, first create an event using your own Facebook Page, then invite CSSC to co-host.

d. Besides this, you are fully responsible for publicizing your program or event here at Common Street Spiritual Center. We do not have the capacity to do this work for you, but it is crucial to your success.

Please use word of mouth, phone calls, emails, social media, flyers, and other means to get the word out. Also, please make sure you have enough time to do all this before your event occurs.

4. **Debriefing:** After your program or event, consider how the event went. Did all go as planned? Was attendance more or less than expected? With a new program or event series, it often takes time to get it right.

We encourage you to gather feedback from participants so you can learn what worked or didn't work from their perspectives (as well as your own). Try debriefing with those you planned or co-led the program/event with. Do you want to try this or something similar again? If so, what could you do differently next time to make it even better and/or promote it more effectively?

CSSC staff is happy to be in conversation with you as part of the debrief process, to troubleshoot, receive feedback, and offer support.

5. **Planning next steps:** Taking what you've learned, return to step one!