



## Project/Event Manager Information

*Please read and keep as a reference.*

**Support the Vision.** *Love God. Love people.* (Mark 12:30-31)

At McConnell, we use outreach projects and events to implement our vision and fulfill our purpose of *helping others find and follow Jesus.* (Matthew 28:19-20) The goal of both is to create relationships with people who do not have an eternal relationship with Jesus Christ and who are not connected to any other church body. Draw them into a spiritual encounter with our Lord and Savior as *only God gives the growth.* (1 Corinthians 3:7) A structured approach to projects/events supports our vision by helping us think through the details, plan and coordinate activities with other ministries and groups, and be unified as the body of Christ before, during, and after “reaching out.”

### 1. Project/Event Information

Get started by praying, finding a core group, completing the first five or six Project Forms listed below together before submitting these to the church office for approval. It is not enough to have discussed your project, in concept, with the Pastor(s) or anyone in church leadership. **Project proposals must be reviewed, evaluated, and approved by the Church Leadership Officers (CLO) before proceeding with your project.** The CLO (Pastors, the Chairman of the Deacons, and the Chairs of the Finance and Missions Committees) meet on the first Wednesday of each month.

#### Make the Dream Work

Vital to all projects and events is proper **leadership**. One or more leaders are needed to plan, execute, and support activities and tasks which make the project a success with regard to church vision and purpose, and keep the project within the scope approved by the CLO. True leaders acknowledge they are under authority and adhere to church policies and procedures. Project leaders should be good at networking and delegating, understand that details and follow-through are important, and have good organizational and communication skills. They should also be enthusiastic and able to inspire others leading by the example Christ set before us – love, kindness, grace, mercy, and selflessness.

Any event, activity, or request that seeks to generate income or material goods for a beneficiary is defined, by the IRS, as a fundraiser. If **fundraising** is or could be a part of your project/event/meeting, the Fundraising Application must be completed and submitted to the CLO. Examples include gift-giving (cash contributions), gifts in kind (non-cash items), fellowship events (ticket sales), and sales (plate dinners, yard sale items, etc.). Read **Section 3** for important details related to fundraising.

**Communication** is the key to success when working with people. A good communicator links all together in harmony. Communication supports those volunteering by defining how they will serve and providing guidelines to their service. Good communication draws people initially, and engages them during the project, and makes them more likely to volunteer again. Even though it takes time, patience, and repetition, good communication bears fruit and produces a bountiful harvest.

Team work makes the dream work! **Unity**, as a team, is achieved only by being in The Spirit. Prayer is vital for not only your project but also the team of folks involved. Take care to listen for the Holy Spirit’s direction. While all ideas might be “good”, there is only one which is “best” for the church and the

people to whom your project will minister, at this particular time. Before continuing, pray individually and as a team as long as needed to achieve unity and the energy to see your project through to the end.

Meet with your team early, at project conception, and let them help **identify** what is needed for the project, from start to finish. During these discussions, use the elements of the Project Forms to give your project a name and “life” by clearly identifying your goals and any impact (no matter how slight) to existing programs or projects. This will help you determine if there are other ministries or groups which could partner with or provide assistance to your project and what resources will be needed – people, money, materials – to accomplish it. Identify any liabilities and determine possible solutions. Develop a timeline and assign responsibilities. Decide how best to promote what is being done both inside and outside the church, and develop and coordinate those activities. Determine how the success of the project/event will be measured and be able to clearly describe how you will follow up with people impacted by the project/event, including whose responsibility is it to do so.

If the project involves bringing in **speakers, groups, etc.**, do not submit your Project Forms until you know everything they will bring, need, or would like to promote before, during, or after the event. If they will sell products or solicit donations, this must be indicated on the Project Forms. Clearly indicate on the Project Forms if members or attendees will be asked for a commitment of any kind or if they are linked with Compassion International or any other group that would solicit donations for their ministry.

**The Missions Committee can help.** They will gladly assign a project liaison to help you understand and complete the Project Forms, and, if asked, give ideas.

#### **After Approval**

Once a project is approved by the CLO, no changes to scope or purpose should be made without first notifying the CLO of the change, the reason for the change and lastly, getting approval of the change. Once the implementation details are defined there should be an intentional effort to identify where other ministry teams, committees or organizations can plug into the process to assist with the implementation. There may be opportunities to network and build relationships with other churches and organizations in the community.

#### **After Conclusion**

Within two weeks of the close of your project/event, gather the team to thank and encourage them for their participation. Look closely at your follow-up results, especially participants who are not connected to our church or another local church. At this gathering, ask the questions on the Post Event Evaluation form, and summarize what everyone tells you. It is important to share results with the pastors, and determine if the project’s goals and objectives were met and reflect on what worked well and what could be done to improve it should it be done again. State your findings clearly.

#### **Project Forms**

1. Project/Event Proposal
2. Facility Reservation
3. Project/Event Advertisement/Publicity Request
4. Project/Event Participant Follow Up
5. Liability Waiver & Fundraising Compliance
6. Fundraising Application
7. Post Event Evaluation

## 2. Facility Reservations/Usage

The McConnell facilities are available to church members, ministries and Sunday School classes, as well as, community organizations and individuals for group meetings and events. To assist the church staff in managing facility usage and to ensure that there are no conflicts among the various individual and groups, the following guidelines apply:

The **Facility Reservation** form must be completed and signed/dated in order to reserve any room or building on the church campus. This applies to all individuals and groups, both church and non-church. Priority will be given to McConnell ministries, Sunday School Classes and then other organizations or individuals. *Carefully consider the time you need to decorate, set up and clean up. If you need access to the room or facility on the day of, day prior to the event or the day after, **YOU must state this**, otherwise the room may be booked for other purposes.*

The completed Facility Reservation Forms will be reviewed by the CLO and church staff to ensure that no conflicts exist. Based on any conflicts and room availability, the CLO or staff may suggest an alternative location or may deny the request. Until notified, the requestor should not assume that the reservation is confirmed. Once approved, if there are changes (for example, increase of number of participants or a decision to provide a meal) which require additional set up, use of the kitchen, or use of any other special equipment or services, these needs must be communicated to the office staff as soon as possible. We will attempt to accommodate your needs but this may not be possible in every case. **Please plan accordingly to ensure that you have everything you need.** If assistance is needed in the planning process, the office staff can assist.

The requestor is responsible for picking up the necessary keys to the building/room for events which take place after normal business hours. The keys must be returned to the office on the first business day following the event.

It is our desire to always have clean facilities and the church is dependent upon those who use the facilities to be good stewards and care for the buildings and furnishings. Each individual or group should strive to leave the facility/room in better condition than it was found. While we do employ a cleaning service, they do not clean again after events.

The project/event manager is responsible for ensuring the following for events held after normal business hours, especially on Friday evenings or Saturdays:

- The building is locked and secured upon leaving, with all lights turned off..
- Garbage is taken to the dumpster, if the event is on a Friday evening or Saturday.
- If nursery is used, all trash is taken to the dumpster.
- Tables and chairs are wiped down if meal or refreshment is served.
- If the room is used as a Sunday School room, tables and chairs are returned to the original configuration.
- Keys are returned to the office on the first business day following the event.
- If projectors or computer equipment or peripherals are borrowed from the church, these must be returned to the church office.

### **Church Kitchen Usage**

**Use of the kitchen** for meal preparation requires approval from the Hospitality Committee and the event coordinator must abide by this Committee's guidelines for the use of the kitchen.

- Inform the coordinator of the Hospitality Committee of the paper goods, plastic ware, etc. needed for the event.
- If using the warmers, food servers or large upright warmer, add water before using. Do not put water directly on the heating element-use a pan.

- Wash, dry and return dishes, glassware, silverware, utensils, pots & pans, to where you got them.
- Clean the six-burner stove and ovens, backsplash and shelf above the stove.
- Clean the grill using the supplies in the labeled container located on the shelf in the dishwasher area. Empty and clean the drip pan.
- Clean the convection oven and doors and correctly turn it off.
- All countertops, serving areas, carts and sinks must be cleaned with disinfectant (located on the windowsill).
- Sweep floors.
- Take all garbage to the dumpster and replace the black trash bags liners.
- Wash dish towels and return them promptly to the kitchen.
- If using cloth tablecloths, they must be cleaned either commercially (at your group's expense) or washed by your group (all stains removed), ironed and placed on hangers and returned promptly.
- Turn off all lights and lock outside entry door to the kitchen.

### **3. Church Fundraising**

Before proceeding with any fundraising activities connected with McConnell for any purpose, by any means, and at any location, application must have been made, reviewed and approved.

**A fundraiser is defined as:** Any event, activity, or request that seeks to generate income or material goods for a beneficiary. Should fundraising be a part of your project/event/meeting, the **Fundraising Application** must be completed and submitted to the CLO. Examples of fundraising include **any and all gift-giving** (cash contributions); **Gifts in Kind** (non-cash gifts such as donations of non-perishable items for the Towns County Food Pantry, school supplies, items for Awana Store, etc.; **Fellowship Events** (for which a suggested donation or per-person fee is charged); **Sales** (the selling of services or merchandise to members or attendees as long as there is no personal profit such as silent auctions, craft fairs, etc.)

The information provided below is a concise description of what you will need to understand, and carry out, in order to conduct a fundraiser. Our church supports fundraising for approved purposes. Our church also understands donors' wishes to take advantage of the tax benefit achieved by making their donations directly to the church. However, this requires our church to comply with regulatory requirements and eliminate risk to our tax-exempt status. Fundraisers must also support the vision, mission and values of our church while not overburdening our congregation.

#### **Fundraising Activities**

The ongoing ministries of McConnell Memorial Baptist Church are financially supported through the Operating Budget. However, at times additional funding may be required for specific projects, trips, or ministries, which are not covered by the Operating Budget. McConnell has a Fundraiser Policy to (a) ensure that all fundraising activities are consistent with our tax-exempt status; (B) avoid overburdening the congregation with requests for money and/or goods and thus preserving congregational relationships; (C) ensure that church resources are focused on the highest priority needs and consistent with the approved church budget; and (D) uphold our vision, mission, and values.

In regard to all fundraising activities, McConnell will practice complete financial disclosure and stand accountable to the Lord, ourselves and our loyal supporters in determining the need, and in the raising and spending of the Lord's money. We will practice truthfulness and integrity in communication. All representations of fact, description of financial condition, or narrative about events, to the best of our knowledge, must be current, complete and accurate. There may be no material omissions or exaggerations of fact or use of any other communication that is deceptive or might tend to create a false impression or understanding.

## EXCEPTIONS

The following activities are considered “approved” on an on-going basis, and as such, are exceptions to this process described on the following pages:

- McConnell’s yearly stewardship emphasis and ongoing capital campaigns
- Annual Annie Armstrong, Lottie Moon, State Missions, Ray Nicholson Scholarship, Operation Christmas Child, GBC Truckload Collections
- Individual support letters for McConnell sponsored mission trips (refer to the guidelines for Mission Fundraising Contributions)
- Activities that are scheduled and self-funded such as Wednesday Night Suppers, Men’s Fellowship, and Sunday School classes or small groups whose reach does not extend beyond their class/group
- Special one-time love offerings that have been approved by the Finance Committee
- Donations of canned goods or other non-food items for the Towns County Food Pantry

## POLICIES

These policies are to be followed strictly by all church groups which participate in fundraising. Exceptions are noted, or will be granted as it is judged appropriate.

### 1. Application:

- a. All requests for fundraising activities must be submitted in writing to the Church Office using the “**Fundraising Application**” form (included).
- b. Applications may be reviewed and approved by one of the following committees according to the specific type of event:
  - Finance Committee—events that involve a one-time offering collected.
  - Church Leadership Officers—all other fund raising events.

### 2. Approval:

- a. Fundraising activities may not be entered onto the church calendar or publicized until approved by either the Finance Committee or the Church Leadership Officers.
- b. Applications (see attached) will be reviewed monthly, on a first-come, first-served basis.
- c. The decision for or against approval may not be immediate, depending on the need for further information or consultation.
- d. Consideration will be made in an attempt to prevent oversaturation or overlapping of events or projects:

### 3. Use of Church facilities and common spaces:

- a. Fundraisers on church grounds or under church auspices are not to take place on Palm Sunday, Easter Sunday, Christmas Eve, Christmas Day or during the month of formal stewardship emphasis or campaigns.
- b. Each group may conduct weekend fundraising activities for up to two consecutive weekends if available.
- c. Fundraisers taking place on church grounds will occupy predetermined locations as designated by the Church Leadership Officers. Designated areas are:
  1. Family Life Center
  2. Main Parking Lot
  3. Drive Through entrance
  4. The Lodge
  5. Welcome Center
  6. Sanctuary

- d. In addition to the **Fundraising Application**, the requester must complete the **Facility Reservation** form to reserve the building, rooms, kitchen, or parking lot. This prevents overbooking conflicts. (both are needed before approval can be given.)

4. Promotion of Fundraisers:

- a. Church bulletin -bulletin announcements are due by Thursday at 9am for the following Sunday bulletin and must be approved by the McConnell staff.
- b. All posters & flyers must be removed as soon as possible following the event.
- c. Projection Screen announcements are due by Thursday 9am for the following Sunday. Information must be concise and limited to one screen.
- d. Church Newsletter -announcements must be received by the 15<sup>th</sup> of the month for the next newsletter. The article should be concise and well-written. The article may be edited for content and length prior to publication.
- e. Welcome Center – coordinate with the Missions Committee about use of space in the Welcome Center.

5. Accounting Guidelines (**Handling of funds**)

- a. A designated fund must be available or established to receive funds before a fundraiser is conducted. This can be coordinated through the Finance Committee.
- b. All receipts of any fundraiser are to be submitted to the church financial secretary by the next business day following completion of the fundraiser.
- c. The group that is conducting the fundraiser is responsible for reporting to the Financial Secretary the total amount of proceeds raised.
- d. Receipts of all fundraisers will be placed in the appropriate designated fund set up to receive funds from the fundraiser.
- e. Contribution credit cannot be given for items purchased at fundraising events. This also includes but is not limited to items bid on and won through silent auction; as well as items and services paid for at cake sales, suppers and car washes. If an individual wants to contribute beyond the purchase price of an item, then a separate check should be written to the church for this donation. Likewise, if any donations are received at a fundraising event where no item or service was received, those funds should be kept separate so that appropriate contribution credit can be assigned.
- f. The church cannot give contribution credit for any donations of property to be sold or auctioned at a fundraiser. However, upon request of the donor, the church may provide a thank you letter with the date and description of the property donated without assigning a value to the donated property. Most donors will be able to deduct the contribution from their federal income taxes. Upon request of the donor, the group/trip sponsoring the fundraiser will submit the donation information (donor name, donated item, date donated) to the financial secretary for the thank you letter to be processed.
- g. If two groups combine for a joint fundraiser, the amounts raised in the fundraiser to be given to each are to be specified in detail on the fundraiser application. This is to be done either by percentage (e.g. 50% to A, 30% to B, etc.) or by dollar amounts (e.g. the first \$ 1,000 to project A, next \$ 500 to project B, etc)
- h. Proceeds of the fundraiser must go to the funds designated, in the predetermined amounts. Funds received from a fundraiser must be **equally distributed among all participants of the specific project or event (not just the fundraiser participants)**.
- i. Money earned by an individual through fundraising that is not needed or used by him/her (either due to the individual not participating on a trip or because more money was earned than needed) will be held in the designated fund and used for that specific project.
- j. Money earned through fundraising opportunities will not be returned to the individual for any reason.

- k. If, due to circumstances beyond leadership's control, the event for which the funds were collected does not take place, funds will not be returned to the contributor. The funds will be maintained in the designated account for the next event of that type (Missions, Youth, etc.) or, in rare occasions where similar causes are not obvious, the Finance Committee may determine the use of the funds.
- l. If the fundraising event involves the sale of an item (cookbook, t-shirt, etc.) the fundraiser should not last more than thirty (30) days or it will be necessary to collect and pay sales and use tax.

#### 6. Receipts and reimbursements

- a. Private persons are **not** to be reimbursed for expenses directly from the original cash receipts of the fundraiser.
- b. Requests for reimbursement, with supporting documentation, are to be completed and submitted to the financial secretary by project leader in a timely manner. Checks will be disbursed on normal accounts payables dates.

#### 7. Compliance:

The Sponsor Ministry will be responsible for compliance to these policies. Any policy exceptions must be approved by the Church Leadership Officers and identified as an exception on the application.

## 4. ADVERTISEMENT/PUBLICITY

### **Publicizing Your Project/Event or Meeting**

Communicating upcoming projects, events or meetings to membership and/or community is key to successful, well-attended events/meetings. As a part of your planning for the project/event/meeting, you should consider how far in advance you want to publicize, the content of your publicity statement (which at a minimum should include who/what/where/when & contact info) and where you want to publicize.

The Church offers several options for publicizing events/meetings, subject to pastor's approval and submitted articles/notices may be edited. The project/event team is responsible for requesting advertisement, including writing the content for the advertisement and specifying where the event shall be advertised. The church office staff may provide assistance in this but will not publicize any project or event that has not been approved by church leadership. Any cost associated with the chosen method of advertisement will be charged back to the event/ministry.

### ***Publications by Church Office (Printed)***

Sunday Bulletin  
 Mountain Messenger (mailed)  
 Church Calendar  
 Sunday School Class Announcements (Invest & Invite)

### ***Publications by Weekday Preschool (Printed)***

Preschool Newsletter

### ***Announcements (Verbal)***

The Seven Interview (Sunday Mornings)  
 Pastor's Announcements/Reminders (Sunday Mornings)  
 Screen Announcements (Sunday Mornings)  
 Wednesday Prayer Group Announcements

### ***Mission Wall (in Welcome Center Area, Printed)***

Tables Promoting Events, Sign Up Sheets, etc.

### ***Bulletin Boards***

Bulletin Board in Family Life Center

**Telephone (Verbal)**

Phonetree VoiceWave System (members & frequent attendees)

**Social Media/Internet/Email (requires computer & internet access)**

Church Website (Banners, Mountain Messenger & Sunday Bulletin available)

Church Facebook Page

Connecting Points Email Distribution Group

Instagram/Snapchat for youth

Mountain Messenger (emailed)

**Publications Specific to Event (Printed)**

Flyers to Preschool Families

Flyers to Awana Families

Flyers posted in restrooms, elevators, doors

Flyers posted in local businesses

Flyers given to Towns County Students

**Newspapers (Printed)**

Newspaper Notice (Church Page/Community Announcements)

Newspaper Article (paid)

**Roadside Advertisements**

Banners outside church (on railing)

Electronic Sign

Stand alone Signs (ESL, Preschool, etc)

**Other Local Agencies**

Towns County Chamber Calendar

Hiawassee Baptist Association Calendar

**Person-to-Person (Verbal)**

Word of Mouth

Deacon Ministry