**Event Initiation Form**

**Required for All Beth David Events & Calendar Entries**

**SEND TO: intake@beth-david.org**

Text

Description automatically generated

**Step 1: Intake**

*Be sure to include all interesting and provocative information, names of speakers, presenters or VIP in attendce, anything interesting!*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Line 1 Todays Date: | | |  | | | | | | | | | | | | | | | | Submitted By: | | | | | | | | |  | | | | | | | | | |
| Line 1 Event Name: | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | *34 character limit* | | |
| Line 2 Event Date: | | |  | | | | | | Start time: | | | | | | | |  | | | | | End time: | | | | | |  | | | | | *Add’l Dates* | | |  | |
|  | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Line 6 *Requestor requires*  *set-up and/or breakdown time* | | | | | | | No  Yes **🡆** | | | | | | | | | *If yes, how long? Describe* | | | | | | | | | | |  | | | | | | | | | | |
| ***\*REQUIRED\****  Line 7 **Promotional Blurb**  *Max 125 words. Verbiage is*  *subject to editing* |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Line 8 Name/Email for Calendar: | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | Est. # of attendees? | | | | | |  |
| Is your event being held at CBD? | | | | | | | | | | | | Yes 🡇  No **🡆** | | | | | | | | *If not, where?* | | | | | | | |  | | | | | | | | | |
| Line  Room Request: | | | | | Mercaz  Studio  Beit T’fillah  Board Rm  Social Hall  Kitchen  Beit Midrash | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Line 11  Set-Up Type: | | | | | “U”  Square  Seminar Style  Theater Style  See Attached | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Line 12 *Who does the* ***office*** *call**with event planning questions?* | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | |
| Line 13 Advance sign-up/RSVP/registration? | | | | | | | | | | | | | | | No  Yes | | | | | | | | RSVP Deadline: | | | | | | | | | ***Deadline will be determined by office*** | | | | | |
| Line 14 Requested RSVP Deadline: | | | | | | | | | | |  | | | | | | | | | | | |  | | |  | | | | | | | | | | | |
|  | | | | |  | | | | | | *RSVP Email (if different than calendar email)* | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | |  | | | | | |  | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | |  | | | | | |  | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | |  | | | | | |  | | | | | | | | | | |
| **Meal Options** | | | | | | | |  | | | | | | | | **Pricing[[1]](#endnote-1)** | | | | | | | | | | | | |  | **Payment** | | | | | | | |
| Will you be offering food or beverage? | | | | | | | | No  Yes | | | | | | | | EARLY BIRD[[2]](#endnote-2)  REGULAR *Early Bird deadline is 14 days prior to final deadline.* | | | | | | | | | | | | |  | Charge Member Acct | | | | | | | |
|  | | | | | Beef Chicken Parve | | | | | | | | | | | *Tots (0-4)* | | | | | | | |  | | | | |  | Credit Card / Prepaid | | | | | | | |
| Will there be a: | | gluten free option? No  Yes | | | | | | | | | | | | | | *Child (5-12)* | | | | | | | |  | | | | |  | Pay at Door: | | | | Charge Mbr Acct | | | |
|  | | vegetarian option?  No  Yes | | | | | | | | | | | | | | *Teen (13-17)* | | | | | | | |  | | | | |  |  | | | | Cash | | | |
| *Contact Barbara Biran (*[*Biran@beth-david.org*](mailto:Biran@beth-david.org)*) to make arrangements for food* | | | | | | | | | | | | | | | | *Adult (18 & Over)* | | | | | | | |  | | | | |  |  | | | | Square (*approval req*) | | | |
|  | | | |  | |  | | | |  |  | | | | | *Non-Member Pricing Attached* | | | | | | | | | | | | |  | | | | | | | | |
| Line 15 ***INCOME*** | | | | Dept # | |  | | | |  | Line | |  | | | | | | | | | | | | | | | | | | | | | | | | |
| *REQUIRED REQUIRED if charging admission, or selling tickets* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Line 16 Will you be *charging* for alcohol? | | | | | | | | | | | | | | No  Yes **🡆** | | | | | | | | | | | *If ‘Yes,’ you will need to obtain a liquor license for event* | | | | | | | | | | | | | |

I ***only*** require a calendar entry (no publicity); I havecompletedthe:  ***Publicity Details***

Intakes are due the ***Monday*** of the *week* ***two weeks before your first deadline***.

*Please email this form to* [*intake@beth-david.org*](mailto:intake@beth-david.org)*. \*\* Confirmation of* ***approval*** *via reply email within 10 business days.*

Text

Description automatically generated

**Publicity Details**

**SEND TO: intake@beth-david.org**

**Event Planning**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **BULLETIN**  Y  N | | *Do you want this event included in the Shabbat Bulletin?\** | | | | | | | | |  |
|  | | | | | | | | | | | |
| *Please run*  Friday, | Enter date here | |  | Friday, | Enter date here |  | Friday, | Enter date here |  | Friday, | Enter date here |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *\* request is not a guarantee of placement* | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **D’VAR**  Y  N | | Do you want a full page flyer in D’var? | | | | |  | | | | | |
| Y  N | Do you need a flyer created? | | | | | | |  |  | | | | |
| Y  N | | | Please run bulletin information as space allows (free) | | | | | | | | | | |
| Please run in the following D’var: | | | |  |  |  | | | |  |  |  | |
|  | | | | Month |  | Month | | | |  | Month |  | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **PUBLICITY SEGMENTS** | | |  | |  |
| Jewish Federation Calendar  Facebook | |  | Jewish-Oriented0nline Calendars –*Event will appear on calendars such as Jweekly.com and Bayjew.org* | | Non-Jewish Online Calendars - *Events will appear on calendars such as sanjose.com and patch.com* | |

|  |  |  |
| --- | --- | --- |
| **AUDIENCE** |  |  |
| Household w/ Young Children under 5 | Youth (7-12) | Young Adults (21 – 33) |
| Household w/ Young Children 5 - 12 | Teens (13 – 17) | Adults (33 – 54)  Seniors (55+) |

|  |  |  |
| --- | --- | --- |
| **UPCOMING DEADLINES** |  |  |
| |  |  |  |  | | --- | --- | --- | --- | |  | D'var Deadline | Intake Due |  | | December | 11/5 | 10/21 |  | | January | 12/5 | 11/18 |  | | February | 1/5 | 12/16 |  | | March | 2/5 | 1/20 |  | | | |

1. This is ***member*** pricing. If you have different pricing for non-members, [↑](#endnote-ref-1)
2. Pricing will automatically increase 40% after Early Bird deadline as well as at-the-door pricing will include a 50% increase over Early Bird. [↑](#endnote-ref-2)