

Master Calendar SOP

Purpose

To provide a clear, consistent process for submitting, approving, scheduling, and communicating church events and services so that vision, budget, staffing, and calendar capacity are protected and aligned.

Guiding Principles

- The Master Calendar is the **single source of truth** for all church events and services.
 - No event is added to the calendar without proper approval.
 - Vision, budget, and ministry impact must be clear before scheduling.
 - Communication is centralized to ensure clarity and consistency.
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Roles & Responsibilities

Event Requestor

Initiates event or service idea and completes the Event Request Form.

Lead Team (LT) Owner

Provides oversight, ensures alignment with vision, budget, and capacity, and presents requests to Lead Team.

Lead Team (LT)

Collaboratively reviews and approves or declines event requests.

Lead Pastor

Provides final approval for events, especially those with spiritual, financial, or cultural impact.

Communications Director / Executive Creative Pastor

Owns the Master Calendar, schedules approved events and oversees promotion and communication.

Calendar Request & Approval Process

Step 1: Event Idea & Initial Review

Owner: Event Requestor

- Present the event or service idea to your **Direct Report (Lead Team Member)**.
 - Complete the **Event Request Form** for information and clarity.
 - Review the **Master Calendar** prior to submission to mitigate scheduling conflicts.
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Step 2: LT Owner Review

Owner: Lead Team Owner (Ex. Creative Pastor | Next Gen. Pastor | Connections Pastor)

- Review the Event Request Form for:
 - Vision alignment
 - Ministry purpose
 - Staffing capacity
 - Budget feasibility
 - Confirm the event is **within budget** or identify funding needs.
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Step 3: Lead Team Review & Approval

Owner: Lead Team Owner

- Bring the event request to the **Lead Team Meeting**.
 - Present the Event Request Form **with vision and purpose**.
 - Lead Team evaluates:
 - Calendar availability
 - Budget impact
 - Staffing and volunteer load
 - Overall ministry value
 - Lead Team determines to:
 - Approve
 - Request revisions
 - Delay
 - Decline
 - **Final approval granted by Lead Pastor.**
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Step 4: Handoff to Communications

Owner: Lead Team Owner

- Once approved, LT Owner or Director submits the finalized Event Request to the **Communications Department**.
- No event may move forward without this official handoff.

Calendar Entry & Communication

Step 5: Calendar Placement

Owner: Communications Director

- Place the approved event on the **Master Calendar**.
- Confirm dates, times, locations, and setup/teardown details.
- Ensure no conflicts with existing events or services.

Step 6: Communication & Promotion

Owner: Communications Director / Executive Creative Pastor

Internal Communication

- Present events **30 days out** at:
 - Staff Connect
 - Council Meetings
- Add approved events to:
 - Weekly Newsletter
 - Monthly Newsletter

External Communication (If Applicable)

- Promote through:
 - Social media
 - Video announcements
 - Website / registration platforms
 - Invite Cards

Step 7: Departmental Reinforcement

Owner: Ministry Directors

- Reinforce and promote their departmental events within:
 - Department meetings
 - Services
 - Ministry gatherings

- Ensure messaging aligns with Communications-created content.
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Submission Deadlines & Standards

- Events should be submitted a **minimum of 60 days in advance**.
 - Large-scale or all-church events may require **90 days' notice**.
 - Late submissions may be delayed protecting staff capacity and communication quality.
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Exceptions

- Emergencies or pastoral needs may bypass standard timelines with **Lead Pastor approval**.
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Review & Updates

This SOP will be reviewed annually by the Lead Team to ensure clarity, effectiveness, and alignment with church vision.