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| <p>EVENT DESCRIPTION</p> | <ul style="list-style-type: none"> • The chairman of the event should discuss the event with the Executive Director, Mirza Lopez, at the onset of event planning. • Determine your audience • Prepare a written description of your event: • Date, Time, and Location: <ul style="list-style-type: none"> • Check the Synagogue Calendar for conflicts by calling the office staff. • Add event to the community calendar by going to Shalomdc.org and inserting date. Check for conflicts. |
| <p>RESERVE SPACE</p> | <p>Fill out and submit the attached “Requisition for Facilities” form to the office, if you would like the event to take place at Agudas Achim.</p> |
| <p>FOOD</p> | <p>Contact the Sisterhood Catering Vice President.</p> |
| <p>PUBLICITY</p> | <p>Internal Publicity</p> <ul style="list-style-type: none"> • The Bulletin: Send Lynne Sandler an article about your event including the date, time, location, and contact information by the first of the month 2 months in advance. For example, if your event takes place in May submit your content to Lynne by March 1. This will allow your article to appear in the bulletin a month before the event. The email contact is invite@verizon.net . • Shabbat Announcement Sheet: Submit a description of one or two sentences along with date, time, location, and event contact information to Doris Parker in the Synagogue office. The Shabbat Announcement is prepared by 12 noon the Wednesday before each Shabbat. You should submit your description three weeks before the event and it will be included as space is available prior to the event. The email contact is dparker@agudasachim-va.org . • Email notices (Listserv): Submit a description of no more than one or two short paragraphs including the date, time, location, and contact information with no graphics to Lynne Sandler four to six weeks before the event at invite@verizon.net <ul style="list-style-type: none"> • Sisterhood email notices: if you are not already on the list, subscribe by sending a blank email to AgudasAchim_Sisterhood-subscribe@yahoogroups.com. • Preschool email notices: send notice to AgudasAchimPreschool@yahoogroups.com • Website: Submit your full description via email, including graphics if desired, four to six weeks prior to the event to invite@verizon.net . Let Lynne know if you want the same text in the bulletin and web page. You may consider a flyer for the web page. • Flyers/Posters: If you would like a flyer or poster displayed in the Synagogue, contact the office. Flyers and Posters may not be displayed without approval. Tape can be difficult to remove and may damage the Synagogue’s walls. |

External Publicity

If your event is open to members of the larger Jewish Community, you may consider sending information about your event to one or more of the following :

- **The Washington Jewish Week**
 - **Calendar** submit by one of the following methods:
 - Email: calendar@washingtonjewishweek.com (Calendar for WJW)
 - Fax 301-881-6362
 - mail to:
Washington Jewish Week, ATTN: Calendar
1500 East Jefferson St.
Rockville, MD 20854
 - **Advertising:** Contact Lisa Handelsman (301) 230-6691
- **The Connection Newspapers**, which includes the Alexandria Gazette Packet and other local papers
 - www.connectionnewspapers.com
 - Email: gazette@connectionnewspapers.com (Alexandria Gazette)
 - (703) 821-5050
 - 7913 Westpark Drive
Mclean, VA 22102
- **The Washington Post**
 - 202-334-6000
 - Email: rpevents@washpost.com (Washington Post Religion Section)
 - Email: alexextra@washpost.com (Washington Post Alexandria Section)