

# Prairie Star District Annual Conference

# Local Arrangements Committee

# Procedures

May 2012

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Prairie Star District Unitarian Universalist Association

122 W. Franklin Ave. Suite 303, Minneapolis, MN 55404

612-870-4823 [info@psduua.org](mailto:info@psduua.org) [www.psduua.org](http://www.psduua.org)

## Excerpt from Prairie Star District Policies and Procedures

### Annual Conference Local Arrangements Committee

*Revised by Annual Conference Program Planning Committee 5-8-10*

#### *Purpose*

To arrange for all aspects of the conference not assigned to the Program Planning Committee such as local conference hotel arrangements, conference logo, worship, special events, conference budget, registration, finances. To provide information about all of these aspects to the District office for publicity.

#### *Responsibilities*

##### *Hotel*

- Recommend hotel/conference center selection (approval given by Site Selection Committee).
- Negotiate contract with hotel with assistance from Site Selection. Make arrangements for conference rooms, sleeping rooms, meals, display space, audiovisual setups, Internet access, etc. Ensure all spaces are ADA compliant. Ensure conference rate for hotel rooms Thursday through Saturday evenings.
- Serve as primary contact with hotel.
- Consult with Program Planning to ensure adequate space for the planned program.
- Assign hotel space for programming in consultation with Program Planning.
- Coordinate requests for exhibit space. Assign bookstore and exhibit space.
- Arrange for Awards Banquet in consultation with Awards Committee. Awards Committee is responsible for the program at the Banquet and will have requirements for the set up and will need reserved tables. District office will provide a printed Program for this event.
- Arrange with Hotel to have District Banner prominently displayed.
- Arrange with hotel for meeting space for the Business meeting.

##### *Conference Activities*

- Make recommendations to Program Planning of local speakers, workshop leaders, etc. after the conference theme is established by Program Planning. (Program Planning selects the primary speakers and workshop leaders.)
- Arrange for all aspects of the conference not assigned to Program Planning (or other District Committee) such as Sunday worship, evening worships, displays, bookstore (if there is to be one), banner parade, table topic discussions (if there will be any), any entertainment and special events. Use the conference theme in planning all

aspects of the conference to the extent possible. Plan for some events to be multigenerational. Arrangements include providing space, programming and speakers, music (musicians and instruments), chalice, flowers and/or other decorations, printed handouts such as orders or service and/or words to hymns.

### *Children and Youth*

- Arrange for childcare for pre-school children during the Conference .
- Plan and provide activities for children in grades K-6 during all conference sessions that are not appropriate for their age groups.
- Integrate youth (grades 7 to 12) into conference activities in consultation with District staff and Program Planning.

### *Publicity*

- Design a conference logo around conference theme following District Conference logo guidelines.
- Take primary responsibility for providing information to the District office for publicity. Insure information is included about the conference location and attractions for family members who might accompany conference attendees, information about programming provided for children and youth. Prepare fliers, newsletter articles, and write text for email postcards and the District web site.

### *Registration*

- Prepare registration materials; coordinate with the District Office for posting on PSD web site.
- Be the Conference registrar. Accept mailed registration forms, track online registration. Work with hotel to ensure there is adequate space at hotel (for workshops, full conference events, meals) for the number of people expected.
- Supervise Conference check in. Also supervise check in of conference attendees as voting delegates.
- Prepare packets of information for the attendees. District office will provide some handouts for packets. Coordinate requests from District committees and UU organizations to have inserts in the packets.
- Prepare name badges for the attendees. District office will provide ribbons to attach to name badges for persons they wish to identify.
- Arrange for volunteers to work at the Conference.

### *Finances*

- Establish conference budget in consultation with Program Planning and Awards Committees. Establish a preliminary budget for the conference including recommended registration fees and all expenses for the conference including

operating funds needed by Local Arrangements and other Annual Conference Program Area Committees. Forward the proposed budget to the Program Coordinator for review before submission to the PSD Board. Final budget must be approved by the PSD Board at its November meeting preceding the conference.

- Account for all Conference income and expenses, and arrange for safekeeping of money and records.
- Submit a financial report to the District Office with a check for 50% of excess funds within 90 days after the Conference. (See *PSD Policies and Procedures*, Section VII: Sponsored Events Policy.)

#### *Audio Visual*

- Coordinate audio-visual needs of speakers and workshop presenters with input from Program Planning.
- Arrange for audio and video recording and live streaming of portions of the conference in conjunction with District staff.
- Arrange for still photography of awards presentations, main events and general conference activities.

#### *Additional*

- Assist PSD staff and committees with arrangements for additional meeting space at the conference site and at the church (e.g. Board meeting, preconference workshops, Friends reception, other Board sponsored receptions).
- Arrange for meeting space, meals, and childcare for District Board meeting.
- Arrange home hospitality if it is to be offered.

# Prairie Star District Annual Conference Local Arrangements Committee Timeline

*Revised 5-12*

## **12-24 months out**

### ***Secure conference hotel site:***

1. Download and read the Local Arrangements Committee Procedures Manual  
<http://www.psduua.org/Documents/AnnualConferenceLocalArrangementsCommitteeProcedures>
2. Receive the conference space usage list from the Site Selection committee and look at Conference Archive web sites (Get permission to view archive Web sites from the District Administrator or Web Coordinator.)
3. Determine which local hotels have sufficient space based on usage list and are available for proposed conference dates.
4. Contact hotels about availability for conference dates and get preliminary costs for:
  - room rates (double/double, up to four per room) for Friday block and Saturday block (# based on past reservation numbers in the archive information). Rooms for the PSD Board and Friday workshop attendees will be needed for Thursday night as well.
  - meals
  - room usage fees
  - display space and bookstore
  - audiovisual setups
  - Internet access
  - space for non-conference events such as preconference workshops, PSD Board sponsored receptions (check with PSD Office concerning what events are planned for this year)
5. Invite a member of the Site Selection committee to tour the one or two hotels best suited for the conference based on facilities and costs.
6. Consult with Site Selection committee to make final decision.
7. Assist PSD staff and committees with arrangements for additional meeting space at the conference site and at the church (e.g. Board meeting, preconference workshops, Friends reception, other Board sponsored receptions). Be prepared for additional requests for meeting space in January/February.
8. Reserve space at the church for events to take place there.
9. Request contract from final hotel/conference center choice. Negotiate details. Date for releasing

unreserved rooms in hotel block should be no sooner than one month before the conference and/or should correspond to your registration deadline.

10. Request a cash advance from District if needed for deposit on hotel or other startup expenses. Cash advances of more than \$2,000 will require approval from District Board. Allow time to request and receive that approval.
11. Send contract to Site Selection for approval.

### ***Begin publicity***

1. Design a conference logo promoting the theme and/or location. Consult District Guidelines on Conference Logos (in the LAC Procedures Manual) before starting the design process. Incorporate the logo into all publicity materials as soon as it is finalized.
2. Get all publicity materials approved by District office before making public
3. Reserve a display table at previous year's conference and create a display to promote your location.
4. Design and create stickers, buttons, fliers (if desired) promoting your location and theme to hand out at previous conference
5. Submit all information about the Conference to District office to post on web site as soon as it becomes available. Not everything has to be available before posting begins.

### ***Additional***

1. Send representatives to as many meetings as possible of the Annual Conference Program Planning Committee.
2. Send as many congregation members as possible to the conference before the one you are hosting to observe and learn.

## **8-12 months out (April –August)**

***Create conference budget (see Annual Conference Financial Procedures in LAC Procedures)***

### ***Set up sub-committees to begin planning all aspects of the conference***

1. infant and toddler care, child programming, youth activities. Fees for child care and programming need to be set and reflected in budget and registration materials.
2. entertainment
3. opening ceremony and worship events
4. bookstore (if you will have one)
5. exhibit tables and electricity

6. audio and video recording, live streaming, and still photography
7. any activities or circumstances unique to your location or programming.

***Work on publicity (See Publicity Plan for PSD Annual Conferences in LAC Procedures):***

1. Consult with PSD office on current types of District publications and guidelines for submissions.
2. Get all publicity materials approved by District office before making public
3. Write articles for fall District newsletters, email post cards, etc.
4. Prepare printable fliers in the summer for the District office to post on web site and send to congregations

## **6-9 months out (August- October)**

***Continue planning***

1. Continue planning infant and toddler care, child programming, youth activities. Determine specific activities, make arrangements for field trips, determine what information will be needed at registration
2. Continue planning entertainment; finalize arrangements with entertainers, sign contracts if needed.
3. Continue planning opening ceremony and worship events. Use the conference theme in planning all aspects of the conference to the extent possible. Determine who will lead each event. Some events are traditionally led by District Board/Program Planning Committee, others by the minister and members of your congregation. Arrangements include providing space, programming and speakers, music (musicians and instruments), chalice, flowers and/or other decorations, printed handouts such as orders or service and/or words to hymns.
4. Continue planning bookstore (if you will have one). Recruit volunteers to organize. Determine which books to order, check with speakers and workshop leaders for suggestions. Order books. Arrange for space at hotel. Recruit volunteers to staff. Determine how payments will be handled.
5. Continue planning for audio and video recording, live streaming, and still photography. Arrange for needed equipment and recruit volunteers.

***Prepare registration materials for conference pages of District web site (See Web Site Check List for Annual Conference in LAC Procedures)***

1. Set deadlines for registering at early rate, applying for display space, requesting child care, registering as a youth, registering by mail, etc.
2. Set deadline for discounted early registration price in accordance with date for releasing unreserved rooms in the conference hotel block.
3. Set conference schedule in consultation with Program Planning

4. Write descriptions of infant and toddler care, child programming, special activities for youth
5. Write descriptions of entertainment and gather photos
6. Write descriptions of opening ceremony and worship events
7. Write descriptions of local attractions to encourage attendance
8. Write description of exhibit table availability and determine information needed for exhibit table application.
9. Send materials for web site to Annual Conference Program Coordinator for review
10. Send materials for web site to District Office for review and approval before posting.
11. Check to ensure that all information about conference has been prepared for posting on District web site including information about registration costs, hotel reservation information, parking information, solicitation for table topics, the Conference choir (if any), contact person for questions, and anything else registrants need to know about the weekend or site. See information posted on web site for past conferences for examples.
12. Remember material can be posted on the web site as it is ready and approved. Not everything has to be done before posting begins.

***Publicity (See Publicity Plan for Annual Conferences in LAC Procedures)***

1. Prepare printable fliers with more detail than previous fliers for District Office to post on web site and send to congregations
2. Write articles for District newsletter and Facebook postings. Write press releases for congregational newsletters.

***Start setting up registration***

1. Set up process for monitoring registrations. Designate a registrar who will receive all registration money, record payments by check, and provide reports on registration numbers for those who need them. Depositing money through the local congregation is one way to handle conference finances. ***(see Annual Conference Financial Procedures in LAC Procedures)***
2. Work with District Web Coordinator to set up online registration

***Recruit a volunteer to be liaison for PSD Board meeting and make arrangements for the meals, childcare, and other assistance needed by the PSD Board.***

**4-5 months out (November-December)**

***Prepare for opening registration***

1. Review all material posted on web site for completeness



2. Write copy for an electronic post card to be sent by District office announcing opening of registration.

### ***Continue publicity efforts***

## **3 months out (January)**

1. Line up possible hosts for home hospitality (if you are offering it).
2. Check with hotel regarding plans to hang the PSD banner. The District Banner needs to be hung in a prominent spot during the conference. The Local Arrangements Committee determines with the hotel staff where and how to hang it. The District Banner is considerably bigger than congregation banners (eight feet long and 32" wide), and there is NOT a banner pole to hold it up.
3. Check with hotel on plans to display congregational banners after the banner parade and throughout the rest of the conference. Often they are hung on walls or over railings depending on the layout of the hotel.
4. Purchase folders/envelopes for registration packets, materials for name badges. Ribbons for name badges are provided by the District Office.

## **2 months out (February)**

### ***Conference planning***

1. Registrar monitors registration information as it comes in. Send confirmation materials (map to hotel or home hospitality host, confirmation of receipt of money and workshop choices).
2. Plan opening celebration for Friday night to include welcome, banner parade, and keynote speaker presentation. Recruit someone to speak on behalf of your congregation to welcome everyone, light a chalice and generally help move things along. There could be a reading that you feel encompasses the theme of the weekend or helps strengthen the idea of UUs gathering together, etc. District staff and/or officers must also be on the agenda to welcome participants. The Program Planning committee will have lined up someone to introduce the keynote speaker.
3. Plan Sunday morning service (and forum, if you are having one). This is a good opportunity to showcase someone local.
4. Coordinate requests for exhibit tables. The number of request varies from year to year. The number is usually around 25, plus the bookstore.
5. Line up volunteers for registration table and delegate check-in table Friday afternoon and evening, and Saturday morning, and some "ask me", people to be strategically placed in hotel to help people find their way around. Before conference, the PSD Administrator will meet with persons assigned to delegate check in to review instructions and will supply materials needed to sign-in voting delegates. You may also want a youth check-in table depending on the number who've pre-registered. They often like connecting right away with someone from their committee.
6. Receive ribbons for name badges and list of qualified congregations/ people who receive ribbons from the PSD office. Recruit volunteers to assemble name badges

and attach ribbons.

7. Finalize arrangements for meeting space and food for the PSD Board meeting.

## **1 month out (March) up to conference dates**

### ***Prepare for onsite registration and hotel set-up***

1. Report numbers of meals needed to the hotel and finalize menus.
2. Assemble registrant packets. (see Annual Conference Packet Contents in LAC Procedures)
3. Print name tags for registrants with conference information and person's name and congregation name. Tags that hang or clip are preferred over the pin style. Attach appropriate ribbons along bottom. Put name tags in the corresponding packets. You may also want to identify those who've paid for a Friday meal (if you have one) or request vegetarian meals. Have blank name tags and packets available for walk-ins.
4. Coordinate with hotel and Awards Committee for the Recognition luncheon. Awards Committee is responsible for the program at the luncheon, will recruit the MC and presenters, and will have requirements for the set up and will need reserved tables. District office will provide a printed Program for this event.
5. Create breakfast table topic signs once they've been determined.
6. If you get a complimentary hotel room (or two), assign them to the keynote speaker and Judy Lecturer.
7. Assign workshop spaces according to size of rooms and number of registrants who've indicated they plan to attend each one. Anything with music should be as isolated as far as possible from other workshops.
8. Talk with hotel about signage to help people find their way around the hotel and identify workshop spaces with the times and topics scheduled there. Create signs if hotel does not provide them.
9. Confirm conference schedule with hotel staff and provide final list of room arrangements for meals, opening ceremony and keynote, Judy Lecture, business meeting, worship services, and workshop set-ups based on workshop presenters' requests (e.g. circle of chairs, theater-style, audiovisual needs, etc.)

## **Conference weekend**

### ***Keeping track of things***

1. Staff registration table and delegate check-in table. Be prepared for walk-in registrations. Find out where the PSD Secretary can be located when questions come up about delegate credentials.
2. Coordinate room set-ups with hotel staff.
3. Coordinate display of congregational banners and hangings of the larger PSD banner which is eight feet long and does NOT have a pole or stand.

4. Set out table topic signs at each breakfast.
5. Be everywhere all the time. (Just kidding) But have someone assigned to check in with each workshop space just before each begins to make sure the set-up is correct and the facilitator/speaker has what he/she needs.
6. Arrange for someone to introduce the Saturday evening entertainment (if it exists) following the meal.
7. Attend post-mortem meeting with representatives of next year's local arrangements committee and PSD conference program coordinator. Be prepared to cover highlights and lowlights.

## **After conference**

### *Clean-up*

- Prepare reports with tips for the next year and copies of all documents for the conference archives.
- Pay all expenses (see Annual Conference Financial Procedures in LAC Procedures .
- Prepare a complete financial report including all income and expense compared to budget. Send to Program Coordinator and District office. Financial Report is expected within 90 days of end of Conference.
- Settle up financially with PSD office. If there is a budget surplus, half is kept by the congregation, half goes to the PSD office. If there is a deficit, prepare an explanation. PSD will reimburse the congregation.

# Multigenerational Conference Guidelines

It is expected that the Prairie Star District Annual Conference will be multigenerational; that there will be appropriate activities during all parts of the conference for all age groups. The weekend is to be a mix: some parts of the Conference must be planned for all age groups together; other parts of the Conference may have separate activities specifically aimed at different age groups.

## Programming

### **Pre-School Children and Infants**

Childcare must be offered for children under the age of five during all activities of the Conference that are not appropriate for them to attend.

### **School Age Children**

Some Conference activities should be planned so that children in grades kindergarten to six may comfortably attend with their families. During activities that are not appropriate for this age, there must be supervision, activities, and educational programming planned specifically for them.

### **Youth**

Youth (grades seven to twelve) must be integrated into the conference activities. Youth programming will include youth participation in at least the designated multigenerational activities of the conference and some of the conference meals. Some youth activities may be separate from those of the adults and children attending the conference and may take place in a separate location such as the local congregation's building or a social justice agency. The congregational host may offer youth the opportunity to sleep at their building. Separate activities for youth including sleeping at the church may be designated a "Con", but it will be a PSD sponsored Con following PSD rules and having the same theme as the Annual Conference theme.

### **Sponsors**

Youth attendees of the Annual Conference must have an adult sponsor who is attending the conference.

### **Scholarships**

Youth can apply for Annual Conference Scholarships.

## Working with Children and Youth

It is District policy that background checks are required for adult leaders working directly with children and youth at District sponsored events.

## Budget

The conference budget should include

- registration fees for children and youth, if any
- expenses for background checks, childcare, child programming, and youth programming
- all child and youth meals even if they are provided separately from adult meals or off site.

## Registration

Youth and children should use the same registration system as used for all other conference participants. Additional questions can be added to the registration form if needed for special youth or child only activities.

Child and Youth registration will require two forms: a Conference Registration Form and a Permission Form.

- Child Permission Forms (signed by parents or guardians) will include parental contact information, parental permission to attend, and emergency health information.
- Youth permission forms (signed by parents or guardians) are required for all youth attendees. The youth permission form will request the name of the adult sponsor and contact information, parental permission to attend, and emergency health information. The youth permission form will also require signed agreement by the youth to abide by District Youth Guidelines.

## Appendix A

### **Guidelines for Youth Annual Conference Attendees**

- Each youth attendee must have an adult sponsor from their congregation who is attending the Conference.
- We encourage all members of our community to voice opinions, objections, or concerns at any time.
- People and property are to be respected.
- The activities below are NOT permitted under any circumstances:

Smoking

Using alcohol or drugs (with exception of prescriptions)

Engaging in violent, inappropriate, sexual, demeaning, derogatory, or offensive behavior

Each youth attendee must agree to follow the guidelines.

# Prairie Star District Annual Conference Web Site

## Check list of material to be posted

*Created July 2010*

Done	Materials Needed	Provided by
	Awards Descriptions	Awards Committee
	Awards Nomination Forms	Awards Committee
	Deadline – submit Award nomination	Awards Committee
	Scholarships: how to donate, how to apply, who is eligible, deadlines	District Office
	Exhibit table policy	District Office
	Link to how to create banner	District Office
	Deadlines – apply for scholarships, accredit delegates	District Office
	Business Meeting: time, location, agenda, Nominating committee report, proposed budget, delegate counts, accrediting delegates,	District Office
	Accommodations – room sharing	District Office
	Creating online and paper registration forms	District Office
	Youth conference guidelines	District office
	Youth scholarships	District Office
X	Conference hotel or conference center: Name, address, phone number, web site	Local Arrangements Committee
	Logo	Local Arrangements Committee
	Initial Conference Flier (save the date type)	Local Arrangements Committee
	Final Conference Flier	Local Arrangements Committee
	Email and Phone numbers for conference information	Local Arrangements

		Committee
	Conference summary: 1-2 short, enthusiastic, inviting paragraphs	Local Arrangements Committee
	Information about conference city/area: Highlights including attractions for family members who might accompany conference attendees or those who might stay beyond conference, and links to local web sites with photos, maps, videos	Local Arrangements Committee
	Friday evening meal (if there is one) – time, location, cost ,description of food	Local Arrangements Committee
	Friday evening programming, entertainment, worship – times, descriptions	Local Arrangements Committee
	Any special programming on Saturday – description, times	Local Arrangements Committee
	Saturday evening entertainment -- name, photo, bio, description, web site	Local Arrangements Committee
	Sunday worship – location, speaker,	Local Arrangements Committee
	Conference choir (if there is one) who can participate, how to participate, time of rehearsals, availability of music	Local Arrangements Committee
	Conference Schedule – times of all activities, add locations of activities as available	Local Arrangements Committee
	Conference meals: meals included in registration fee, times, special meals for particular age groups, just lunch option for recipients of awards and their guests	Local Arrangements Committee
	Table Topics : what are they , how to suggest one, hosts	Local Arrangements Committee
	Special assistance – types available (accommodations for limited mobility, hearing, vision), how to request	Local Arrangements Committee
	Transportation - to the conference: carpools, bus lines, airports, driving directions, etc	Local Arrangements Committee
	Transportation - with in the city: shuttle bus from airport, taxi service, transportation to remote conference locations,	Local Arrangements



	church, etc	Committee
	Transportation – parking: where, cost	Local Arrangements Committee
	Bookstore (if there is one): where, when, types of books available	Local Arrangements Committee
	Exhibit Tables: schedule, location, types of exhibits	Local Arrangements Committee
	Exhibit Tables – Exhibitors: how to apply, cost, what is provided, size of tables, availability of electricity	Local Arrangements Committee
	Banner parade: when, where to bring banner, where banners will be displayed, when banners ready to pick up,	Local Arrangements Committee
	Photography notice – who to notify if concerns	Local Arrangements Committee
	Deadlines: registration, hotel reservations at conference rate, receipt of materials for packet, apply for exhibit table, receipt of child and youth permission forms, request home hospitality, cancel hotel reservations without penalty, cancel conference registration without penalty	Local Arrangements Committee
	Workshops – locations	Local Arrangements Committee
	Accommodations - conference hotel: rates, deadlines, reservations,	Local Arrangements Committee
	Accommodations – alternative hotels: names, locations, rates, phone and web site	Local Arrangements Committee
	Accommodations – home hospitality (if available): how to reserve, donations, deadline	Local Arrangements Committee
	Venues - conference hotel, church, other venues: address, map	Local Arrangements Committee
	FAQ: What else do participants need or want to know?	Local Arrangements Committee
	Registration- Fees: Age groups, full rate, early rate, cancellation penalty	Local Arrangements Committee

	Registration – Deadlines: early, late, final online, final mail in, final final (walk-ins accepted?), child, youth, permission forms,	Local Arrangements Committee
	Registration – mail in: where to mail, who to make checks payable to	Local Arrangements Committee
	Questions for registration forms	Local Arrangements Committee
	Registration – Cancellation policy: dates, fees, who to notify	Local Arrangements Committee
	Youth: Special programs, program flier, permission form, meals	Local Arrangements Committee
	Children – Programming: description (field trips, activities, curriculum), times locations, staffing, permission forms, meals	Local Arrangements Committee
	Children - Child care: times locations, staffing, permission forms, meals	Local Arrangements Committee
X	Conference Location: city and state	Program Coordinator
X	Host congregation	Program Coordinator
X	Dates of conference	Program Coordinator
X	Conference Theme	Program Planning Committee
	Keynote speaker (part 1): name, photo, bio, speaker’s web site (if any)	Program Planning Committee
	Keynote speaker (part 2): topic, title of presentation, short description of presentation, recommended background reading(if any),	Program Planning Committee
	Judy Lecturer (part 1): name, photo, bio, speaker’s web site (if any)	Program Planning Committee
	Judy Lecturer (part 2): topic, title of presentation, short description of presentation, recommended background reading (if any),	Program Planning Committee
	Workshops – Sessions A, B, C – Titles, presenters,	Program Planning

	descriptions	Committee
	Friday Pre-Conference Workshop - time, location, topic, description, speaker, cost	Social Justice Network, GRACE Team

# Prairie Star District Unitarian Universalist Annual Conference Financial Procedures

## General Information

The Local Arrangements Committee is responsible for all financial aspects of the Annual Conference. As with every other aspect of the Annual Conference it is done in communication with the PSD Annual Conference Coordinator, the Annual Conference Program Planning Committee, and district staff.

Early in the planning process a conference treasurer should be appointed and decisions made about how Conference funds will be handled. Most Local Arrangements Committees arrange for income to be deposited and expenses paid from a congregation checking account. Someone needs to decide how checks written to the conference should be made out to assist in tracking conference funds separately from congregation funds. The Conference treasurer should determine how to keep track of conference income and expense so a financial report can be prepared at the end of the conference.

By policy, the PSD Board appoints the Chair of the Annual Conference Local Arrangements Committee, as an agent for the purpose of signing contracts which fall within the Board approved budget for the Conference. This includes the contract with the hotel or conference center.

## Excess Funds/ Loss

There is no financial risk to the host congregation. After all financial obligations from the conference are settled any “excess funds” are divided equally between the host congregation and the District. In the event that there is a shortfall, the District agrees to cover the loss. The Local Arrangements Committee strives to establish a “break-even” budget in consultation with the Program Planning, and Awards Committees. The District attempts to protect itself by requiring that the final conference budget be reviewed by the Program Coordinator and approved by the PSD District Executive in November prior to the conference.

## Advances

Cash advances are available, if needed, for expenses incurred before conference income is available. Advances must be repaid within 90 days of the end of the event. An advance is a loan from the District to the host congregation to cover expenses such as hotel deposits. Up to \$2,000 is available on request. For amounts greater than \$2,000, PSD Board authorization is needed.

To request an advance, submit a PSD Expense Statement authorized by the Program Area Coordinator. PSD Expense statements are available to download from the District web site <http://www.psd.uua.org/Forms/PSDExpenseForm> and should be mailed to the District office.

For an advance greater than \$2,000 include a letter of explanation for the request addressed to the PSD Board. It can take several weeks to get Board approval so take that into account if the hotel has a deadline for paying the deposit.

## Budget

Local Arrangements Committee has primary responsibility for preparing a budget for the Annual Conference but must take into account any financial agreements made by Program Planning with speakers and/or workshop leaders, any needs of the Awards or Site Selection Committee, and the obligation to provide funds for the work of the entire Program Area.

The budget with the proposed conference registration fees must be approved by the District Executive. The steps leading up to that approval are:

1. The Local Arrangements Committee prepares a draft budget after consulting with the Annual Conference Coordinator and the other Annual Conference committees.
2. The budget should be reviewed by the Program Planning Committee at its October meeting.
3. It is also useful to have the District Administrator review the budget before it is submitted to the District Executive.
4. Local Arrangements forwards the proposed budget to the Annual Conference Coordinator for approval. The Annual Conference Coordinator submits the proposed budget to the District office by a deadline in late October. The exact date of the deadline for the current year can be obtained from the District Administrator.

If it is necessary to make major changes (including any change to the registration fees) after the District Executive has approved the budget, the District Executive must be notified and given an explanation.

Copies of budgets and financial reports of past conferences are available in the conference archives.

Items required by District policy to keep in mind.

- There should be an expense line item for the expense of the District Annual Conference Program Area. It currently is set at \$1,400, but can change. This money is to be forwarded to the District office after the conference as one of the financial obligations of the conference to be satisfied before determining if there are excess funds.
- Adults working with child care and youth are required to have background checks. This expense should be included in the budget.

- The expenses of the Local Arrangements committee to do its work should be included in the budget. If the committee thinks subsidized Conference registration fees for Local Arrangements committee volunteers will be needed, the subsidy should be included in the budget

### **Budget details**

1. Start from budget categories of previous years in LAC Procedures.
2. Include hotel costs from contract with your hotel (meal choices will have to be made to estimate this cost).
3. Receive travel and speaker costs from Program Planning committee.
4. In consultation with the LAC sub –committees planning various aspects of the conference estimate costs of the following and include in budget:
  - a. infant and toddler care, child programming, youth activities.
  - b. Friday and Saturday entertainment
  - c. opening ceremony and worship events
  - d. income and expense of bookstore (if you will have one)
  - e. exhibit tables and electricity and estimate what you will charge for tables (if anything). PSD committees and congregations should be charged no more than what the hotel charges for the tables.
  - f. audio and video recording, live streaming, and still photography.
  - g. remaining expenses on budget and add any not already present for circumstances unique to your location or programming.
  - h. operating funds needed by your committee
  - i. expenses for Annual Conference Program Area Committees (in consultation with Program Coordinator and District Administrator).
5. Estimate registration numbers based on past years to determine registration income needed to cover projected costs. Budget must be self-supporting, i.e. a balanced budget.
6. Work with Program Coordinator and District Administrator to ensure preliminary budget includes every anticipated expense.
7. Submit budget to Program Coordinator for review. Program Coordinator must submit a budget that s/he recommends to the PSD Office by mid October for approval by the District Executive in November.

## Honoraria

The Program Planning Committee is responsible for choosing speakers and workshop leaders and making the financial agreements (for both honorarium and travel expenses) with them. The Program Planning Committee will inform the Local Arrangements Committee of those financial agreements so they can be included in the budget.

It is PSD policy that congregation members and ministers from the District are NOT to be reimbursed for their travel expenses or registration fee, or paid an honorarium for participating in the Annual Conference program unless the member or minister is the primary presenter.

The Keynote Speaker and the Judy Lecturer are considered primary presenters and may be reimbursed for travel expenses and registration fees and paid an honorarium.

The Program Planning Committee with agreement of the Local Arrangements Committee may choose to pay expenses or honorarium for presenters/workshop leaders who are NOT members of a PSD congregation and include those expenses in the Conference budget.

In general, members of the UUA staff do NOT need to be offered an honorarium but a contribution toward their travel expenses is appreciated. PSD Staff members participate in the Conference as part of their regular responsibilities and do NOT need to be offered an honorarium or have travel expenses paid. This should be double checked with the specific staff person invited to speak.

## Scholarships

PSD has an Annual Conference Scholarship program. Donations are collected with Conference registration one year and accrued in a fund that is used for scholarships for participants the following year. The scholarship program is administered by the District office in consultation with the Annual Conference Coordinator.

**Donations:** Donations are requested on the Annual Conference web site and registration form. Funds received as contributions to the scholarship fund either by credit card or check need to be accounted for separately from Annual Conference funds and transferred to the District office.

**Payments to Recipients:** the District office requires that scholarship recipients pay the full fee on registering. The District office prepares scholarship checks which are handed out at the conference to reimburse recipients for partial fees. The office wants to be sure recipients attend the conference before they are given the money.

## District Paid Registration Fees

PSD pays the registration fee for PSD staff members, the PSD Board, and some PSD committee members. That is handled one of two ways. Either the individual pays when s/he registers and requests reimbursement from PSD OR the individual registers online and indicates a payment by check. The District office will mail a check to the registrar

once a week for authorized registrations. The registrar needs to record those payments in the online system.

For scholarship recipients the District office requires that they pay the full fee on registering. The scholarship checks are handed out at the conference to reimburse recipients for partial fees. The office wants to be sure recipients attend the conference before they are given the money.

Individuals the District is paying for are sent instructions by the District office. The registrar does not need to accept mailed in registration forms that include a note saying "the District is paying for me." Inform the District office if someone tries that.

### **Pre-Conference Workshop**

There is often one or more pre-conference workshops during the day on the Friday the Conference opens. These workshops are sponsored by District committees and all arrangements for them are the responsibility of the District committees involved. The funding for these workshops is separate from the Annual Conference funding. The sponsoring committees may request assistance from the Local Arrangements Committee in finding space to hold the workshop, providing catering, arranging childcare, etc. If there are costs involved, they should be agreed on at the time the assistance is requested and then billed to the District office. The District office will include publicity for these workshops with Annual Conference publicity, include references to them on the Annual Conference web site, and include them on the registration forms for the conference. Funds received for pre-conference workshop registration either by credit card or check need to be accounted for separately from Annual Conference funds and transferred to the District office.

### **PSD Board Meeting**

The PSD Board meets just prior to the Annual Conference. The Local Arrangements committee is responsible for making arrangements for the Board including finding space to meet, providing meals and childcare, if requested. However, the funding for any arrangements for the Board is separate from the Annual Conference funding. If there are costs involved for the Board meeting, the District office should be informed at the time the arrangements are made and then the expenses billed to the District office. The Board requests that efforts be made to keep the costs moderate. The Local Arrangements Committee should work closely with the District Administrator to make arrangements for the Board meeting.

### **Handling of Registration Fees**

When conference participants register online, they can choose to pay by credit card or by check. The PSD staff have created and maintain an online spreadsheet program that tracks all registrations for all conference events. This spreadsheet allows both the Local Arrangements team and the District staff to track the number of people registered and selecting various meal and workshop options.



Funds from credit card payments are deposited in the District checking account. The District Administrator tracks the funds and arranges for the Annual Conference fees to be sent by check to the Local Arrangements committee weekly. The District office will retain any pre-conference workshop fees or scholarship donations. Participants who pay by credit card are automatically recorded in the online system as having paid.

Some conference participants choose to pay by check. Those checks are sent directly to the Local Arrangements Committee. LAC should specify where they want checks sent and determine who will track the incoming money. Checks could be sent to conference registrar, conference treasurer, or the congregation office. The registrar and conference treasurer need to find a way to track separately the funds received by check that are for the Annual Conference and the pre-conference workshop fees and scholarship donations that belong to the District so that District monies can be transferred to the District. The Registrar will update the online registration records to show when payments by check have been received.

Registrations paid by check are considered tentative registrations until the checks are received. LAC needs to determine final deadlines for receiving payments and procedures for cancelling unpaid reservations including payment reminders and notices of cancellation.

## **Exhibits**

Exhibitors may be charged fees especially if the hotel has a charge for the tables or the space for exhibits or use of electricity. Fees for exhibitors that are District committees or congregations must be kept to a minimum. Non-District exhibitors or venders selling goods for a profit may be charged more.

Applications for exhibits are online on the PSD web site and the fee is paid by credit card at the time of application. Local Arrangements needs to inform the office of what the fees will be as the application is being set up. These funds will be handled the same as registration fees paid by credit card – that is transferred to the Local Arrangements committee by check from the District office.

## **Friends of PSD Reception**

There is often a reception to thank donors to PSD on the Friday the Conference opens. The funding for the reception is separate from the Annual Conference funding. This reception is sponsored by the PSD Board. The Local Arrangements Committee is responsible for finding an appropriate space to hold the reception. It is hoped the hotel will include the use of that space in with all the other meeting rooms for the conference so that there will not be a separate charge for it. A representative of the Board will work with the hotel catering office to arrange refreshments for the reception, and those refreshments will be paid by the District office. They can be billed directly to the District, put on a District credit card, or included on the Conference account and billed to the District by the LAC.

## **Sunday Offering**

An offering is taken at the Sunday morning service of the Conference. It is donated to a worthy cause or group (often related to the conference theme) determined by the Local Arrangements Committee. The recipient of the offering is announced in Conference publicity materials and in the Sunday order of service. Local Arrangements is responsible for taking up the collection and seeing it is forwarded to the appropriate place. Past offerings have gone to local groups such as a nature center, a shelter for the homeless; national or international groups such as American Refugee Committee efforts in Darfur, Center for Victims of Torture; and regional UU efforts such as PSD Resource Library, PSD Disaster Relief Fund, Youth /Young Adult GA Scholarships.

## **Pay Bills and Collect Money Owed**

Pay all conference expenses from registration account set up through the local congregation.

- Before the conference, prepare checks for speakers' honorariums and forward to the appropriate member of the Program Planning Committee so they can be given to the speakers before they leave the conference.
- Pay hotel bills
- Pay speakers' expenses
- Pay all other bills including refunding any cash advance from the District and money owed to District for scholarship donations or pre-conference workshop registrations received.

Invoice the District for any money owed for activities the District was to pay for such as the pre-conference workshop, the board meeting, the Friends reception, etc.

## **Financial Report**

A full financial report must be made to the District Office within 90 days of the end of the Annual Conference. The Annual Conference Coordinator should also be sent a copy of the financial report to share with future local arrangements committees. The financial report should show all conference income and expenses as compared to the budget approved by the District Executive.

A check for any excess funds available to the District, together with repayment for all advances made and any other funds due to the District, should be sent at the same time as the report.

If the conference operated at a loss, the financial report should include a letter of explanation for the loss. PSD will reimburse the congregation.

# HOSTING A PRAIRIE STAR DISTRICT BOARD MEETING

## (Preceding the PSD Annual Conference)

General expectations of a congregation which hosts a Prairie Star District Board meeting during the Annual Conference include providing meeting space, meals, and child care if requested.

The Board is concerned with keeping down the cost of the meeting. The conference hotel is a convenient place to meet, but meeting rooms and food there are often expensive. Meeting rooms in the church are very acceptable. The Thursday evening meal and meeting can be scheduled for a nearby, moderately priced restaurant if there is a private meeting room available.

### MEETING SPACE

A room with table and chairs for up to 20 people is needed for Thursday evening from (6:00 or 7:00 to 9:00 p.m.) and Friday all day (8:00 a.m. to 5:00 p.m.).

Two or three smaller breakout rooms may also be needed on Friday.

### CHILD CARE

Child care may be needed during the times the Board is meeting. The District Administrator will check with Board members and keep you informed as to whether any children will need care.

### MEALS

Provide meals for 12-20 people as follows:

- **Thursday evening**

Dinner  
beverages - coffee, soft drinks, water, etc.

- **Friday**

Breakfast  
Lunch  
Mid-afternoon snack

all day -- beverages -- coffee, soft drinks, water, etc.

The Board requests food that is low fat and nutritious, hot and hearty, inexpensive, and interesting/appetizing. Realizing that these requests could be considered contradictory, hosts are to use their best judgment about what to serve. Meals can be catered **or** purchased at grocery store/restaurant and brought in by congregation members, **or** cooked by congregation members. The Thursday evening meal can be scheduled for a nearby restaurant if there is a private meeting room available.

### FINANCIAL ARRANGEMENTS

Hosting the Board meeting is not part of the Annual Conference budget. The Board will reimburse for the cost of beverages, meals, and snacks and child care. For reimbursement submit receipts with a District Expense Statement to the PSD Office. Expense Statements are available to download from [www.psduua.org](http://www.psduua.org).

Sarah Greene, PSD Administrator, will have a more exact count for meals and knowledge of food allergies of Board members. Please let her know who to coordinate with.

### **HOTEL ROOMS**

Board members will arrive at the conference location on Thursday and will need hotel rooms. They are responsible for making their own reservations, but the hotel may wish to know ahead of time that these people are coming. It would be nice if there is a special “conference rate” on the rooms that it is available for Thursday night also.

# Guidelines for PSD Annual Conference Logos

By Dick Shelton,

PSD Webmaster

*Revised June 16, 2009*

Different approaches have been used to create images for logos in the past, anything from scanning an existing drawing to developing the artwork electronically with specialized software. Any of these approaches can be successful as long as the requirements for the final electronic version(s) are kept in mind. The guidelines in this document were drawn up to help keep the process on track.

## **Start early, and be aware of the landscape**

The logo will be used in several ways: on flyers, brochures, and posters; on the PSD website (both as a featured design and as a thematic logo); in emailed newsletters; even possibly on T-shirts. All of these applications have different (and to some extent, conflicting) requirements: the logo will appear in different sizes, sometimes in color, sometime in black and white (or other monochrome scheme), usually with other wording present but sometimes just by itself. It will appear in situations where fine detail can be printed, in others where detail is limited by screen resolution, and possibly in other media where fine detail is simply impossible (like silk-screening).

For best results, you should identify early all the targets where the logo will appear, and get requirements, limitations, and feedback from the people who will be using it. How soon will they need the final design? What size and format should it be provided in for that application? Will a special version of the logo have to be developed for that application?

Another reason to start early is so the logo can be appear early for “branding”. Already by fall we want to have people thinking about the conference coming in the spring.

Check out the “Conference Retrospective” on the PSD website at

<http://www.psduua.org/AnnualConference/ConferenceRetrospective>

to see logos from previous years. These are offered not necessarily as ideal examples of what a logo should look like, but they will give you some idea of earlier efforts. And this will be the “final resting place” of the design you develop!

## **Capturing the design electronically**

Whether the artwork is executed with physical media or developed using computer software, at some point it needs to be captured in a final, “official” computer file for use by other applications. Physical media will have to be photographed or scanned. A design developed

electronically by a graphics art designer is likely to be saved in one of several proprietary file formats, like Photoshop, Quark, or Illustrator. Both kinds of artwork need to be captured in one of a small number of standard, general-purpose computer graphics formats to be used in further steps in the chain.

The key point is that this initial general-purpose electronic version needs to have high spatial resolution and high color depth. This maximizes the flexibility in transforming the artwork to meet the needs of the various consumers. “High resolution” means something on the order of 2000 x 2000 pixels or higher. “High color depth” means 24-bit (or 32-bit) color for color images, and 256-level grayscale for black and white. This means, for example, not scanning black and white artwork with the “Black and White” setting of the scanner, since that typically uses only 2 colors (black and white)—which will inevitably cause digital “jaggies” around the edges of the lines in the artwork.

At some point, much of this resolution and depth will be discarded. For example, the conference logos in the Conference Retrospective webpage have all discarded lots of information: they are small images (about 200 x 200 pixels), in either GIF or JPG formats (both of which involve loss of color information). But the key is that the final transformation of the logo into a small web image was made at the tail end of the development process; previous steps used much higher precision to retain as much design information as possible. If information is discarded too early (or is not captured in the initial scan), the end product can end up looking moth-eaten.

Likewise, a printed version of the logo is likely to appear in screened half-tone (whether in color or black and white)—and good half-toning, even at a coarse resolution, requires a fine resolution image to start with.

## **File Formats**

Several file formats are commonly used to store computer images, including TIF, GIF, JPG, and PNG. (Alternative spellings: TIFF and JPEG, which refer to the same formats as TIF and JPG.) Each has its own strengths and weaknesses, and each tends to work better for some style of artwork than for others. JPG, for example, was developed specifically for storing photographs; it generally works better for photos than the other formats, but is less successful for schematic artwork or diagrams. All four formats can store images in color or in grayscale (although GIF cannot store images in full 24-bit color). All four formats use some form of data compression to help keep the file size manageable. The JPG compression scheme works well for photos, but it *discards information* (that the eye is ordinarily not sensitive to), so it is not my first choice for the reference version of the logo.

Other things being equal, capture the artwork as a TIF file. This format is well-known and well-supported, and (if used properly) it does not discard information the way JPG does. It can store pictures at full 24-bit color, unlike GIF. PNG is an acceptable alternative to TIF, but it is not as

widely supported. Most scanners produce TIF files directly. Most graphics design programs can output their final result as a TIF file, as TIF is the gold standard for the print industry. Be sure the art is stored as a full-color (24-bit) TIF or a 256-level grayscale TIF.

If your artist is creating the artwork on a computer using specialized software, that software probably has its own proprietary file format. It is important to save that proprietary version of the logo, in case the artist needs to come back to edit the image. But it is also important to have the artist deliver a full-color or grayscale TIF version as well—and it is the TIF version that further steps will use.

### **Avoid JPG . . .**

As a general rule, do not let the artwork pass through JPG format at any step along the way, until it has reached the working TIF file that will be used by the various consumers for further development. There are two reasons for this.

First, as mentioned above, the JPG format discards visual information when a file is saved. It does this in a very clever way that works well for photographs and other continuous-tone images, and allows them to be compressed by remarkable amounts. (The smaller file size means less time is required to transmit such images, which is why JPG is popular on the web.) But the visual artifacts resulting from this discarding are more noticeable in schematic images (including lettering, and diagrams)—and logos tend to be schematic rather than photographic.

Moreover, the discarding happens *each time* the image is saved. So if a JPG file is edited and then saved again in JPG format, more information is lost. A JPG image that goes through several edits can become noticeably degraded visually. JPG format may be appropriate for the *final* end-product image: the web version of the 1999 logo on the Conference Retrospective page, for example, is a JPG image (because it alone among those logos is a continuous-tone design). But the size reduction and conversion to JPG should be the last step in the process. Earlier versions—and the reference version—should be kept in a “lossless” format like TIF.

The second reason for avoiding JPG is related: the JPG standard allows for differing *degrees* of compression by discarding different amounts of information. Some programs give you fine control over how much information to discard; but others always use a fixed setting, and this typically discards too much information to maintain visual quality, especially for images with added lettering and other line art. Even in the 1999 logo in the Conference Retrospective, if you look closely, you can see JPG artifacts around the green lettering starting to bleed into the light background.

### **. . . Except from cameras**

The one exception to this general rule of shunning JPG is digital cameras. Digital cameras generally deliver JPG images, but the visual image quality is always fairly high (relatively uncompressed) so that photographic prints will look good. It’s OK, therefore, to start with a

digital camera image—but your first step should be to convert it to a full-color TIF file. The TIF version will be much bigger in file size than the JPG file from the camera, but it will preserve the image losslessly through further development steps.

You can bend the rule a bit and start with other high-quality JPG images, not just camera images. Just take a good look to be sure the image you start with is mostly free of the tell-tale “JPG speckles” that start appearing when the compression gets too aggressive. And again, convert the image to TIF as the first development step.

## **Reduced palettes**

While TIF accommodates full 24-bit or 32-bit color, it also supports images with shallower color depths, similar to GIF’s method of storing a palette of 256 colors and forcing each pixel to a color from that palette. Converting an image to such a format usually involves discarding some color information. Be sure when you save a file in TIF format that it is being saved in full color format. (PNG format works the same way as TIF in this regard, so the same remarks apply to PNG.)

## **Working with the artist**

Find someone who knows about graphics file formats to work with your artist. This may be the artist him- or herself—but don’t assume that even a professional designer knows when and when not to use JPG, for example. Many designers know the ropes of the computer side of the business, but many more are (understandably) more focused on the art. Ask right up front what formats the artist will deliver and why. Negotiate if necessary.

## **RGB versus CMYK**

Most cameras and scanners provided their output in the Red-Green-Blue (RGB) color space, where colors are described in terms of those primaries. The vast majority of images aimed for the web use this color space. Full color (24-bit color) describes colors in terms of an 8-bit value (0 to 255) for each of those three primaries.

The print industry, on the other hand, uses Cyan-Magenta-Yellow-Black (CMYK) color space, since that corresponds to the standard set of inks used in the printing process. Full color for CMYK requires 32-bits; again, 8 bits for each primary. Most printers can handle documents provided to them in RGB color space; their process will convert it to CMYK automatically, sometimes with mixed results. It can be advisable to get a proof first.

Most graphics design software offers a choice of RGB or CMYK output, so your artist may be able to provide an output file in each color space. If you will be printing color images, it is a good idea to discuss this possibility with your artist. If the cost is significantly higher for getting output in both spaces, I recommend sticking with RGB.



## Dealing with large files

High resolution, high depth, relatively uncompressed images can be *huge*, on the order of several megabytes. Don't panic; this is normal. The "master copy" of the artwork that will be used to develop other versions may indeed be very big. If necessary it can be sent on a CD rather than emailed. When using TIF, use the LZW compression setting if at all possible (though this won't help much for continuous-tone "photographic" images). Once the artwork is captured, it may be possible to develop an intermediate file of more moderate size that works for most applications.

## Design considerations

The logo (or a version of it) must be designed to look good at a small scale, since it will appear in small scale on the website and on at least some print publications. The maximum dimension for the web should be about 200 pixels (though some of the existing logos are somewhat bigger in one dimension or the other).

As a corollary, be careful of cramming too much print into the design, especially small print. It will simply become illegible or disappear altogether in small versions. If you want to keep a fair amount of text in the official logo, design an alternative version without the small print for use when the logo is reduced in size.

It is often useful to have a version with the conference slogan and a version without, since the logo will often appear (as on the web and in print) with the slogan displayed in nearby text.

The logo should have both a color version and a gray-scale version; the latter because print will often be in monochrome, the former because color is an important eye-catcher on the web. (It is a good idea even in an essentially monochrome design to include accents in a highlight color.)

The grayscale version may often be simply a grayscale conversion of the color version, (and a printer can usually perform that task automatically); but sometimes that doesn't work—when important contrasting colors get transformed to similar levels of gray, for example.

You may or may not want to include a border as part of the logo image. It is not essential to include a border, since (a) some logos already have a clearly defined extent because of their non-blank background, and (b) a border can be added when needed (as on the Retrospective webpage). But it's an issue you should discuss with your logo designer and with the other people who will be using the image.

In general we like to keep track of the name of the designer, to be included with the image on the website. (We can live with artists who want to remain anonymous, of course, and even a cursory glance at the Retrospective webpage shows we haven't been very consistent about this.)

## Generic PSD Annual Conference Budget

A compilation of the categories used by one or more Local Arrangements committees in the las  
 It is not necessary to use all categories or to offer all options.

	Number	Cost/pers on	Total Cost
<b>INCOME:</b>			
<b>Registration Income</b>			
3-Day Registration 4-meal			0
Disc/Early 3-Day 4-Meal			0
3-Day Registration 2-Meal			0
Disc/Early 3-Day 2-Meal			0
2-Day Registration 4-Meal			0
Disc/Early 2-day(S/S) 4-meal			0
2-Day Registration (S/S) 2-Meal			0
Disc/Early 2-Day(S/S) 2-Meal			0
Youth Registration (13-18)			0.00
Youth Registration (Sat-Sun)			
Child Registration (5-12)			
Child Care (4 and under)			
Extra meals for guests			
Late Fees			
Cancellation fees			
<b>Other Income</b>			
Friday Dinner			
Bookstore sales			
T-shirt sales			
Display/exhibit tables (no items for sale)			
Display/exhibit tables (items for sale)			
Sunday offering			
Donations			
Grants			
Other			
<b>Total Income</b>			<b>0.00</b>
<b>EXPENSES:</b>			
<b>Meals</b>			
Fri Dinner -- Optional			
Sat Breakfast			0.00
Sat Lunch			0.00
Sat Dinner			0.00
Dessert/snack			0.00
Sun Breakfast			0.00
Child meals (if separate)			

Youth meals (if separate)	
Breaks (2)	0.00
Extra beverages	0.00
Extra meals for volunteers	
Extra meals for guests	
Tax	
Service Charge	0.00
<b>Total Meals, Other Food</b>	<b>0.00</b>

### **Other Hotel Costs**

Fri Meeting Rooms	
Sat Meeting Rooms	
Sun Meeting Rooms	
Childcare room	
Youth Room	
PSD Friends reception room	
Wireless Microphones	
Bartender/Cash Bar Setup	
Internet	
podiums	
Audio Visual	
Exhibit Tables	
<b>Total Hotel Costs</b>	<b>0.00</b>

### **Printing/Stationery**

Packet folders/envelopes	
Packet inserts	
Friday evening Programs	
Sunday Programs/Order of service	
Thank You Letters	
Misc	
<b>Total</b>	<b>0.00</b>

### **Postage**

Thank You Letters	
<b>Total Postage</b>	<b>0.00</b>

### **Child/Youth Program Expense**

Youth Program supplies	
Child Care (to age 4) staff	
Child program (age 5 - 12) staff	
Child care supplies	
Child program supplies	
Field trip admissions	

### **Total**

**Speaker Expenses**

- Speaker Fees, etc.
- Speaker meals
- Speaker transportation
- Speaker lodging

**Total**

**Misc Expense**

- Award recipient support
- Bookstore
- Check orders/Bank service charges
- Clerical assistance
- Credit card merchant fees
- Donation of Sunday Offering
- Entertainment
- extra custodial help for events at church
- Flowers/Decorations
- Markers/Misc. Supplies
- Musician Honorariums
- Name Tags
- Parking
- Photography
- Piano rental
- PSD Program Area Support
- Shuttle Bus service
- T-Shirt costs
- Volunteer Ids
- Contingency

**Total**

**TOTAL EXPENSES**

**TOTAL INCOME**

**TOTAL EXPENSE**

**Net Income/Deficit**

# Publicity Plan for PSD Annual Conferences

Prepared 5-12-2012

## Purposes of publicly:

- To create interest in Annual Conference
- To encourage visits to the Annual Conference web site
- To encourage attendance at the Conference

## Types of publicity

### Conference Logo

LAC is responsible for creating a conference logo (see PSD Guidelines for conference logos) that will be used on all conference publicity and materials for the conference.

### Conference Web pages

Conference web pages are the primary source of information about the conference. Everything about the conference should be posted here. Information is provided by Local Arrangements Committee, Program Planning Committee, Awards Committee, District staff to the District office and posted on the site by District staff. There is a check list of all the types of information and which committee is responsible for each piece.

### Exhibit/announcements at preceding Annual Conference

Local Arrangements Committee should arrange for an exhibit table at the preceding Annual Conference create a display to generate interest in the next conference. One idea is to have inexpensive items to give away printed with information about the next conference –business cards, small messages on sticks, stickers for name badges, buttons.

There can be an opportunity for a representative from the LAC to speak to conference attendees during the business meeting or at one of the Saturday meals to invite them to the next conference. Arrange this with the current LAC.

### Fliers posted in congregations

LAC should have designed a colorful flier about the conference incorporating the conference logo. The flier is intended to be posted on bulletin boards in congregations. Flier is usually an 8 ½ by 11 inch format that is posted on the PSD web site as a pdf for congregations to download and print. Usually there is a preliminary flier in the summer or early fall that is a “Save the date” and may include the call for workshops. A second flier should be created later in the fall with more detail about the conference. The initial flier should include at a minimum the logo, the theme, the conference date, and location.

### Press Releases for congregational newsletters

Press releases for congregational newsletters should consist of a paragraph of information that congregational newsletter editors can copy verbatim to their publication. Press release can be written by Program Planning, LAC, and/or District staff. District staff sends them to the congregations.

### **Electronic District newsletters**

The PSD newsletter is sent to approximately 2,800 individuals on the District mailing list who are congregation leaders or have shown some interest in the District at some time in the past.

Articles for the PSD newsletter should be approximately 150 words or less and include a link to the conference web site. Articles can be written by Program Planning, LAC, or Awards Committee and should be sent to the District office. District staff will write articles if none are submitted.

### **Electronic postcards**

Electronic postcards are single topic messages that are sent to the entire District mailing list (same list as newsletter) or to a targeted subset of that group such as congregational newsletter editors, DREs, congregational presidents, ministers, seminary students. Electronic postcards are sent to the full list when registration opens and a few days before the deadlines for early registration and final registration.

### **Facebook posts**

Short pieces of information (50 words maximum) are posted on the PSD Facebook page at intervals with a link to the conference web site. There are over 300 Facebook users who like PSD and if they share the messages more users will be reached. From August to December Annual Conference messages will be posted about once a month. From January to April Annual Conference messages will be posted once or twice a week.

### **Official Notice of Annual Meeting**

A letter from Board of Directors is sent to two officials of every congregation with notice of annual business meeting which includes a sentence about the Conference. District staff send the letter by regular mail on the date specified by the bylaws (six weeks before the conference).

## **Publicity Schedule**

### **August**

Electronic postcard to targeted list - notice of call for workshops

Press releases to congregations for their newsletters - notice of call for workshops

### **September**

Newsletter – call for workshops

Save the date flier posted and congregations notified it is available.

Facebook –call for workshops

### **October**

Newsletter – publicize Awards process

Facebook – notice printable flier available

### **November**

Newsletter – Save the date for Annual Conference

Electronic postcard to congregations – final flier to post

Facebook – Notice workshops available to view

Facebook – Award nominations

## **December**

### **January**

Newsletter article – Come to Annual Conference

Electronic Postcard to full mail list when registration opens

Electronic postcard or newsletter article about availability of scholarships

Electronic postcard to targeted groups on exhibit tables

Press release to congregations for their newsletters – Come to Annual Conference

Post notice on UUA Calendar

Facebook – registration open

Facebook – keynote speaker

Facebook – Judy Lecture

### **February**

Newsletter article - Come to Annual Conference

Electronic postcard to RE contacts – children's and youth programs

Facebook – workshops

Facebook – exhibit tables

Facebook –scholarships

Facebook – local attractions

Facebook – preconference workshop

Facebook – Youth and child programming

### **March**

Electronic Postcard to full mail list a week before early registration deadline

Electronic postcard 2 to RE contacts – children's and youth programs

Official Notice of Business Meeting

Facebook – early registration deadline

Facebook – final registration deadline

## **April**

Electronic Postcard to full mail list a week before registration closes

## **Publicity Challenges**

- Letting people who are not on our mail list know that the conference exists
- Not alienating people on full mail list by too many mailings.



# Annual Conference Packet Contents

## Required

*(Have all material proofread by District Office and Program Planning Committee before making copies).*

Sticker on outside of folder or envelope printed with conference theme and logo

Schedule of events with rooms

Floor plan of hotel showing locations of all workshops, meals, other conference events

Information about major presenters – bios and topic

List of workshops with presenters and descriptions

List of breakfast table topics for each day

PSD Notepad

Fliers submitted by District office

## Other possibilities

Packet table of contents

Name badges, ribbons, meal tickets, list of workshops participant has registered for can be placed in packets or handed out separately

Handouts provided by major speakers

Child programming schedule

Youth programming schedule

List of exhibitors

Annotated list of nearby restaurants

Flier on organization selected to receive the Sunday offering

Invitation to next year's conference

## Not needed

List of persons registered (can be made available online)