

Frequently Asked Questions for Committee Chairs

www.temple Sinai atlanta.org/committeechair

Marketing

Q: How do I promote my event/initiative?

A: Work with your staff liaison to provide all of the details for your event (description, pricing, etc.) as soon as possible. The communications team will work to create a graphic, include the information in appropriate emails, print publications and social media.

Make sure to follow the Marketing Timeline so that your event can be marketed appropriately. If this is a large, congregational-wide event for all demographics, please make sure you are planning several months in advance and can meet with the communications team and your staff liaison to put together a specialized marketing plan.

Additionally, **personal outreach** is usually the most effective. Make sure to invite your friends and have other committee members do the same. A personal email from a friend is always appreciated! [Take a look at sample language here.](#)

Programming

Q: How do I get an event on the Temple Sinai calendar?

A: We add programs and events to the Temple Sinai calendar on a quarterly basis. Your staff liaison will work with you in advance of each quarter's submission deadline to identify your date preferences and they will submit all necessary information. Once dates are finalized for the quarter, they will let you know.

Q: What materials and equipment does Temple Sinai provide for programs and events? How do I secure these?

A: Temple Sinai has it all! We have tables and chairs (60" round tables, 6' & 8' long rectangle tables and high boys), high quality A/V throughout the building and various decor items such as vases and candles that you can use. Additionally, we have paper goods and can provide coffee and water for your events.

Coordinate your room set up and supply needs with your staff liaison.

Q: What is Temple Sinai's policy regarding keeping kosher and providing for food sensitivities?

A: *Kosher:*

- Pork and shellfish are not allowed at any synagogue function. Milk and meat may not be mixed or served together at congregational functions. If milk and meat options are served at the same meal, they are not to be placed on the same table, rather separate stations allowing individuals to determine for themselves should they choose to mix the two.

Food Sensitivities:

- Acknowledging that many in our community have various food sensitivities, allergies or lifestyle choices, please plan your menu to be as inclusive as possible. Temple Sinai has created resources and a standard registration form to help identify what type of meals might be needed as well as best practices.

Q: In what additional ways can my committee support the greater Temple Sinai community?

A: Throughout the year your committee will have the opportunity to volunteer with/at other congregational activities such as Social Action Sunday, Family Promise and during various holiday celebrations. If this is something that is of interest to you, contact Carrie Bohn at cbohn@temple Sinai atlanta.org.

Financial Management

The annual budget is set and approved by the Board of Trustees prior to the start of the fiscal year (July 1). It is created in consultation with staff liaisons, treasurers and board leadership in anticipation of the following year's needs.

Q: What's the budget for my program/initiative?

A: Each program/initiative may be budgeted slightly differently and your staff liaison can advise you. Some committees have an annual budget that can be allocated as needed over the year while others may have a budget for a singular event/initiative.

Q: How do I know if I need to charge for my event?

A: Identifying the anticipated expenses for your event, and comparing that to the allocated budgeted amount, will help you determine if you need to charge for your event. Your staff liaison can help with estimations as appropriate. Some additional considerations are:

- Will charging for your event ensure attendance so that you do not 'lose' money on your function ('investing' in attendance may hold people accountable to attend)?
- Is there an Endowment Fund or other resources available that may be able to offset expenses for your event? Your staff liaison can assist with this research

Other

Q: How do I collaborate with other groups, inside and outside of Temple Sinai?

A: There is great opportunity to partner and collaborate with groups, both at Sinai and in the greater community. We encourage this partnership, as many committees, demographic groups and small groups are looking to accomplish the same things. This is where you'll find your staff liaison to be especially helpful, as they can work with you to identify other groups that may be interested in working together on a specific program or initiative that may be considering a similar project. The Temple Sinai staff meets regularly to discuss projects and share ideas for this purpose. The same applies to outside partnerships, as your staff liaison may be familiar with history and ongoing partnerships, if any currently exist.

Q: Why do I keep hearing about "Culture of Belonging" and how can I embrace that with the work of my committee?

A: We are committed to deepening members' sense of belonging at Temple Sinai, acknowledging that 'belonging' can be hard to define, a powerful feeling and unique to each of us. By embracing belonging, we are making meaningful connections with people who accept us for who we are, acknowledge we are a part of something bigger than ourselves and identify our role in helping our community thrive.

Q: What are best practices for programs or initiatives?

A: Some things to keep in mind:

- Communication is key: be sure to communicate with your staff liaison and your committee members to ensure that everyone is on the same page!
- Be creative: The more energy you bring to a program or initiative, the greater the likelihood for success.
- A personal ask goes an incredibly long way! But remember - not everyone wants to be connected or engage in the same way; for some, feeling engaged in just attending a program or worship experience, or knowing they belong to Temple Sinai. For others, they may be looking for more active opportunities to connect and participate.
 - Furthermore, if you need additional support beyond your staff liaison, utilizing fellow volunteers is a good way to get help with planning and execution of your event or initiative
- Plan ahead: The further out you plan, the more time Sinai staff has to effectively promote the upcoming program/initiative. Additionally, this allows staff to ensure that the necessary programmatic items are available to you (i.e. tables/chairs, tablecloths, A/V assistance, nametags, etc.)
 - With that said, if outside vendors are involved, you'll want to have these discussions as early as possible!
- Effective engagement begins with listening to others and finding where their interests lie. Talk to your fellow community members: are you working to offer something they may be interested in? Work to ensure that we are aligned with what the community wants as we envision the future.
- HAVE FUN!

For more helpful resources, including:

- Listing of committee chairs
- Staff contact information
- Marketing timeline
- Culture of Belonging pillars and descriptions
- Reimbursement form
- Sinai room capacity chart

scan the QR Code below, or visit www.temple Sinai atlanta.org/committeechair

