

Pre-Event Approval; ParishCS

1. Name of Event & brief description of it, including what is to be achieved:

This application is for two similar events: the Brentwood Days Parade on June 4 and the Sidney Days Parade on July 1. The aim is to have an entry in both parades in order to 1) increase community awareness of the parish, the churches and our ministries 2) to advertise our service times and hopefully attract new parishioners and 3) to advertise our upcoming Summer Events.

My idea for our Parish Parade entry is to have the St. Stephen's Praise Band, Psalm 98, on a flat-deck truck playing our best songs as an attention grabber. This also has the potential to attract people to attend services, as many people are attracted to services with good praise music. We'll have to decorate the truck, as at least one of the parades specifically requires this (for entertainment value). If possible, it would be nice to have a banner up either side of the truck with our Parish logo, information, website, the names of both churches, etc. This could be painted on craft paper by the Youth or printed on vinyl to be re-usable. Then we could also have some volunteers walking alongside with hand-held signs for our various ministries and events, like Soup's On, our Refugee Initiative, the Wine Fest, the Animal Blessing Service, the Annual Hymn Sing, the Summer Camp (if one is happening this year), Youth group, Sunday School, GEMS, etc. Again, these signs could be hand-made or printed. Along with that we can have a few more volunteers handing out fliers. Ideally these would be in colour (more attractive and people are more likely to read them), but black-and-white is fine. I'm thinking one side would have the names of the churches in the Parish and the service times, the bible studies, etc. (like the weekly Calendar in the bulletin every week) and the reverse side would list our Upcoming Events with dates.

I see these parades as a great opportunity to attract new parishioners, raise awareness of our community involvement and for both churches to work together.

2. Describe how this Event will support our 5-year Strategy for Growth in one or more of the following areas:

These events have the potential to strengthen our relationships with our local communities (through participation in the events themselves and through positive exposure) and to increase the number of engaged parishioners (through volunteer opportunities during the events).

3. Is the Event already being done by another group in the community? If so, can we join with this existing group?

Being parades, of course many other community groups are involved. However, part of the point is for each group to promote themselves, so joining another group's parade entry wouldn't really be feasible. However, there are a few community groups involved where we might complement each other's entries, if we could arrange to be placed near each other in parade order. For example, PATS always has parade entries and our Animal Blessing Service is a PATS fundraiser, so those are complementary. Also, Countryside Preschool has an entry in the Brentwood Parade and they are located at St. Stephen's, so again, complementary.

4. What is the impact of the Event on the Parish?

a) As this is my idea I am taking the lead and doing the co-ordinating. Al Gerenser has offered to help me with some aspects.

b) I have not as yet begun recruiting volunteers; specific numbers are quite flexible, depending on what we decide our entry should be precisely. I envision a few volunteers passing out fliers and perhaps carrying signs displaying our many outreach ministries and community events.

c) The parade dates are as above; application deadlines for the parades are May 27 and June 1 respectively.

d) Cost for the events will ideally be negligible: there is no entry fee for either parade as we are non-commercial, a parishioner is looking into obtaining donation of the use of a flat-deck truck for the Praise Band to play from, I will personally commit to paying for the rental of a generator (for the band amps), so the only cost might be signage, printing of fliers and/or decoration of the truck.

5. How will the children and youth of the Parish be involved?

I had rather thought that the Youth would be ideal volunteers to walk in the Parades and hand out fliers. They may also be involved in creating the signage and banner (if we go that route) and in decorating the truck for both parades (two separate decoration sessions).

Respectfully submitted, Rachel Moss