

TURNER CHAPEL
AFRICAN METHODIST EPISCOPAL CHURCH

Marketing Guide

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INTRODUCTION

The purpose of this Marketing Guide is to help maintain consistency and professionalism in our communication as a church – both internally and externally. When ministries produce words and images that are consistent, we represent a cohesive message with a sense of unity. This consistency should be found throughout all communication – from a letter to a vendor/sponsor to an article to social media to a postcard, flyer, or full-color poster advertising an event.

Beginning with the founders of the AME Church, the Turner Chapel AME brand has been 100 years in the making. While the logo has changed over time, Turner Chapel AME remains a leader in “Making A Difference” in the community. The goal of this guide is to contribute to the brand recognition of Turner Chapel AME globally.

In order to preserve the Turner Chapel AME name, it is necessary for the church to be consistent in our communications and set guidelines to protect our image. This Marketing Guide will help create and preserve a consistent and professional brand image for the church. By using and following the instructions, you will help our global appeal remain strong.

This guide cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate. If you find yourself in a situation that is not outlined in this guide or if you have any questions, please feel free to contact the Turner Chapel AME

Marketing Team via email at marketing@turnerchapelame.org.

Will anyone meet Christ because our logo is well-represented and the church communicates in a clear, concise, and professional manner? Maybe not. Will people inside and outside of Turner Chapel AME see a global brand in our message because we’ve taken the time to ensure our visual communication is professional and consistent? Absolutely.

We invite you to be a part of upholding our values, executing the vision, and representing Turner Chapel AME well.

ORGANIZATIONAL DESCRIPTION

The church will be referred to as **Turner Chapel AME**. For certain legal purposes, however, there may be a need to use a different term, such as Turner Chapel Church. Please check with the Marketing Director to ensure you use the appropriate name in proposals, announcements, marketing/advertising and other documentation.

All marketing material should always include a location with an address. You should not assume that your audience will know where your event will be held. The following locations represent the campus of Turner Chapel AME. These names should be used when referring to the **location**:

The Cathedral of Turner Chapel

492 North Marietta Parkway
Marietta, Georgia 30060
(770) 422-6791

The Village @548

548 Lawrence Street
Marietta, Georgia 30060
(770) 422-6791

The Counseling Center of Turner Chapel

480 North Fairground Street
Marietta, Georgia 30060
(770) 422-5514

The Red House of Turner Chapel

Boy Scout Pack 312
527 Lawrence Street
Marietta, Georgia 30060
(770) 422-6791

The White House of Turner Chapel

Women's Missionary Society Food & Clothing Ministry
529 Lawrence Street
Marietta, Georgia 30060
(770) 422-6791

TURNER CHAPEL AME LOGO

The Turner Chapel AME logo is the primary representation of the church. The logo is a unique trademark used to identify all Turner Chapel AME properties, products, services and communication materials. We have an official logo and several options for an alternate logo (see next page). When using either logo, remember to:

- Use the logo on all marketing communication – postcards, flyers, posters, etc.
- Use free space (white space) around the logo
- Minimize your wording – keep it clear & concise
 - Remember the 5 W's - Who, What, Where, When & Why
- Your ministry logo should **not** be larger than the Turner Chapel AME logo
 - Remember, your ministry is an extension of Turner Chapel AME
- Never alter the church logo
- Use the correct logo color combinations: Pantones 2617 and 108 (see next page)
 - The color logo should be used with complimentary colors
 - It is acceptable to use the logo in a black & white format or grayscale

The logo should never be placed directly adjacent to any other ministry or company's logo or identifier. Because of the logo's impact on the perception of Turner Chapel AME, strict adherences to these specifications are necessary to maintain the consistency of its appearance and usage globally.

Reproduction of the Turner Chapel AME logo must always be made from its original design file. This file can be retrieved from the Marketing Team or the Turner Chapel AME Publications Designer. The logo may not be redrawn, changed or distorted and cannot be reproduced using other fonts or colors, other than the aforementioned.

OFFICIAL LOGO

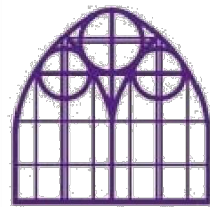


Pantone 2617



Pantone 108

ALTERNATE LOGOS



MEET THE TURNER CHAPEL AME MARKETING TEAM

Rev. Don Ezell, Executive Manager

Felicia Lyles, Co-Marketing Director, Publications Designer, Events Coordinator, Print Media Specialist

Pamela Deas, Co-Marketing Director, eBlast Manager

Carmelita Cavaness, TCC Visual Manager

Rev. Raushanah Butler, Social Media Inspirational Manager

Tasha Hurley, Facebook Administrator/YouTube Correspondent

Chyrisse Mosely, Social Media Administrator

Alexis Ezell, Marketing Assistant

Della Pitts, Marketing Team Administrator

Chelsye Burrows, Public Relations Manager

MARKETING GUIDELINES

All communication for Marketing purposes **must** be sent to marketing@turnerchapelame.org.

The Marketing Team's schedule is 9:00am – 5:00pm Monday through Friday.

We will respond within 24 hours of receipt.

Any emails received outside of these hours will receive a response the next business day.
Communications sent to personal email accounts, mobile devices and home phones of the Marketing Team are not considered official and are strongly prohibited.

The following marketing guidelines are available to every Ministry Leader and Purpose Head at Turner Chapel AME. All marketing material for church-wide events* and ministry-driven events must be reviewed and pre-approved by your Ministry Leader **AND** Purpose Head prior to being submitted to the Marketing Team.

All marketing requests should be sent to marketing@turnerchapelame.org and should include:

- 5 W's: Who, What, Where, When & Why
- Contact person
- Contact number
- Fee, if applicable

The Marketing Team reserves the right to edit/promote any submitted material.

Promotions through the Marketing Team are only for internal ministry initiatives. Promotion of one's personal business and outside organizations/affiliations will be considered for usage in our Community eBlast.

***Definition of Church-Wide Events**

Church-wide events are events that are initiated from the pulpit and geared towards the entire church population and not a specific ministry. Church-wide events take precedence over all other activities, and no other ministry-driven events can take place during the date or time of a church-wide event.

Some examples:

- Annual Conference
- Church-At-Study
- Holy Week Activities
- Men's Day Activities
- Women's Day Activities
- New Year's Eve Worship Service
- Financial Empowerment Conference
- Office Board & Quarterly Conference
- Revivals

EVENT REQUEST

All events require an Event Form and should be sent to the Events Coordinator at events@turnerchapelame.org.

The Event Form (see attached Event Form) must be accurately completed and approved with all necessary signatures:

- Ministry Head
- Purpose Leader
- Purpose Trustee

Events will not be placed on the church calendar until this form has been submitted and approved.

Events will not be marketed until this form has been submitted and approved.

If you are using your own treasury for your event and your budget is less than \$2,000, an event form must be submitted no less than 30 days prior to the date of your event.

If you are using your own treasury for your event and your budget is over \$2,000, an event form must be submitted no less than 60 days prior to the date of your event.

All events where budgeted funds are required regardless of the budgeted amount, an event form must be submitted no less than 90 days prior to the date of your event.

After approval of the event, the Events Coordinator will send an email confirmation to the Requestor.

MEETING ROOM REQUEST

All meeting room requests should be sent to the Events Coordinator at events@turnerchapelame.org.

General meeting room requests without a specific set-up must be made no less than 24 hours in advance.

Meeting room requests requiring special set-up must be made no less than 72 hours in advance.

DO NOT advertise a meeting or event until you receive confirmation of your assigned room/location.

Your email should contain:

- Meeting Purpose
- Meeting Date
- Meeting Start Time
- Meeting End Time
- Number of Participants

GRAPHIC DESIGN REQUEST

The Marketing team offers graphic design services for flyers, postcards and posters.

All graphic design requests require approval from the Purpose Head.

All graphic design requests should be sent to the Marketing Team at marketing@turnerchapelame.org.

Your email should contain:

- 5 W's: Who, What, Where, When & Why
- Contact Person
- Contact Number

Please allow 3-5 business days for a turnaround time.

One revision will be allowed.

A final design file will be emailed to the Requestor for review and approval.

Approval will only be accepted in the form of an email.

If you require printing services, please allow 3 additional business days. You will be advised of the cost to print posters or items that will be printed outside of the church.

Print service requests should include:

- Number of Copies Needed
- Date Needed

All print copies will be left in Room 108 for pick-up.

PRINT SERVICES REQUEST

The Marketing team offers print services for all printed materials (i.e. letters, flyers, postcards).

Print requests should be sent to the Marketing Team at marketing@turnerchapelame.org.

Your email should contain:

- Number of Copies Needed
- Date Needed

Please allow **3 business days** to complete your print request.

All print copies will be left in Room 108 for pick-up.

For print requests that require an outside vendor (i.e. large format items, full-bleed items, or UV coated postcards) **please allow 1 week**. You will be advised of the cost for off-site printing.

MASS MAILINGS

Mass Mailings are more than 200 substantially similar pieces of mail sent in a calendar month and does not include a form letter.

Mass mailings are for **church-wide events only**. *(Please refer to a complete definition of church-wide events found on page 9 of these Guidelines).*

Pre-approval is required by the Executive Pastor for all mass mailings.

All mass mailings request should be sent to the Marketing Team at marketing@turnerchapelame.org.

Your email should include:

- 5 W's: Who, What, Where, When & Why
- Event Description
- Logo
- Marketing photos
- Event contact person with email address and phone number

SPONSORSHIP LETTERS

Sponsorship letters are personalized letters sent to people or businesses requesting money or some other goods or services in exchange for some form of promotion.

Sponsorship Letters must be approved by your Purpose Head AND the Executive Pastor prior to being sent.

Sponsorship Letters should be written on official Turner Chapel AME Letterhead.

Requests for the official Turner Chapel AME Letterhead should be sent to the Event Coordinator at flyles@turnerchapelame.org.

Creating ministry-specific letterhead is deemed unofficial and is prohibited.

Sponsorship Letters should include:

- A brief description of Turner Chapel AME, your special event and how much money you want.
- A more in depth description of your ministry and what you do.
- A paragraph giving a personal story from someone your ministry has impacted, so that the person/company you are seeking funds from can see how your ministry impacts people's lives.
- State the levels of sponsorship. Don't go through all the incentives for each sponsorship level - include those on a separate flyer to be included in the package you're going to send out.
- State your ministry need, and re-state your 'ask' - "this is why we are asking you to please consider becoming a sponsor at the \$50,000 level".
- Thank them for their time, give them information about how they can contact you, and state that you will be contacting them with a follow-up phone call within the next week.

Please note that a church-wide sponsorship campaign takes priority over any and all other ministry related sponsor driven events. The Marketing Team cannot promote a ministry related sponsor driven event during the time a church-wide sponsorship campaign is occurring, unless a special circumstance is given by the Executive Pastor.

eBLAST – The Turner Connection & The G.A.P. eNewsletters

The Turner Connection eNewsletter is a monthly publication promoting Adult/Young Adult and church-wide activities.

The Village eNewsletter is a monthly publication promoting all Children/Youth activities.

The Community eNewsletter is a publication promoting community events that may not necessarily be located at Turner Chapel AME. This publication is published monthly, pending available announcements.

All approved announcements are to be submitted to the Marketing Team at marketing@turnerhcapelame.org by **6:00 pm on the 25th of each month**. During the month of December, all approved announcements are due by the 20th.

The eNewsletter will be distributed electronically within the first week of each month.

Only approved announcements and events will be included.

Your email should include:

- 5 W's: Who, What, Where, When & Why
- Cost
- Speaker information (name, bio, photo)
- Event description
- Logo
- Marketing photos
- Event contact person with email address and phone number

Please be certain all information submitted is accurate. Once an eNewsletter is sent it cannot be retracted. Therefore, corrective emails will *not* be sent due to missing or incorrect information.

If you require graphic design services, please allow 7-10 business days to receive a proof of your announcement.

One revision will be allowed.

A final design file will be emailed to the Requestor for review and approval.

Approval will only be accepted in the form of an email.

If you already have a 'designed' announcement, it should be sent in **JPEG format**.

The Marketing Team and Executive Staff reserve the right to determine the frequency and stylizing of any advertisement in order to best represent Turner Chapel AME.

eBLAST – Event Direct Marketing

Event Direct Marketing is designed to highlight a specific church-wide or ministry-driven activity.

In these cases, a separate eBlast will be sent to promote the event.

Only approved events can be turned into an eBlast.

If you require eBlast graphic design services, please send an email to the Marketing Team at marketing@turnerchapelame.org with the following information:

- 5 W's: Who, What, Where, When & Why
- Cost
- Speaker information (name, bio, photo)
- Event description
- Logo
- Marketing photos
- Event contact person with email address and phone number

Please allow **7-10 business days** to receive a proof of your eBlast for review and approval.

Any corrections, additions and/or deletions should be emailed back to the Marketing Team within **2 business days** of receipt of the test eBlast.

One revision will be allowed.

Final approval will only be accepted in the form of an email.

If you already have a 'designed' announcement, it should be sent in **JPEG format** to be included in the eBlast.

All information submitted should be accurate. Once an eBlast is published it cannot be retracted. Therefore, corrective emails will *not* be sent due to missing or incorrect information.

The Marketing Team and Executive Staff reserve the right to determine the frequency and stylizing of any advertisement in order to best represent Turner Chapel AME.

eBLAST – Event Spot with Online Ticket Sales

Event Spot allows the Marketing Team to create electronic invitations, registration forms, and a single webpage to market any event with online ticket sales.

Event Spot is the only approved mechanism to promote Turner Chapel AME events. Promotion using other online event management websites such as EventBrite and SignUpGenius is prohibited. The desire to use any other medium must be discussed and approved by one of the Marketing Directors.

Promotion of non-Turner Chapel AME events, one's personal business and outside organizations/affiliations are prohibited.

Requests for an Event Spot should be submitted at a minimum 4 weeks prior to the date of the approved event.

If you require graphic design services for your Event Spot, please send an email to the Marketing Team at marketing@turnerchapelamel.org with the following information:

- 5 W's: Who, What, Where, When & Why
- Cost
- Speaker information (name, bio, photo)
- Event description
- Logo
- Marketing photos
- Event contact person with email address and phone number

Please allow **7-10 business days** to receive a proof of your Event Spot eBlast for review and approval.

Any corrections, additions and/or deletions should be emailed back to the Marketing Team within **2 business days** of receipt of the test Event Spot eBlast.

One revision will be allowed.

Final approval will only be accepted in the form of an email.

If you already have a 'designed' announcement, it should be sent in **JPEG format** to be included in the Event Spot eBlast.

All information submitted should be accurate. Once an eBlast is published it cannot be retracted. Therefore, corrective emails will *not* be sent due to missing or incorrect information.

Please ensure your ministry has an internal account set-up with the Head Steward. The marketing team will confirm your treasury account number prior to setting up your Event Spot and will email the Requestor.

eBLAST – Event Spot with Online Ticket Sales (Continued)

Utilizing Event Spot allows participants to purchase and print tickets online using a credit card or personal PayPal account. A PayPal account is not required for online ticket purchases.

A link to your event will be added to the Turner Chapel AME website. A weekly registration list will be provided to the Requestor leading up to the event.

The Event Spot will automatically close on a pre-set date and all online ticket sales will finalize within 48 hours prior to the date of the event. This allows all last minute credit cards to process and funds to be verified by PayPal.

The Event Organizer will receive final registration information 24 hours prior to the event in the form of an email with a spreadsheet detailing the number of online ticket sales and the amount that will be transferred from PayPal. Please note that PayPal charges a fee of 3.5% per transaction.

All funds are maintained in Turner Chapel's official PayPal account and will be available 30 days following the event.

(SPECIAL NOTE)

If you have an email distribution list that contains the names and email addresses of persons who are *not* in the Turner Chapel AME database and you would like for them to receive the Event Spot eBlast, please send an email to the Marketing Team at marketing@turnerchapelame.org with an attached Excel Spreadsheet that contains the following information outlined in 3 columns:

- Recipient First Name
- Recipient Last Name
- Recipient Email Address

Please limit 1 email address per column.

You should NEVER forward your Event Spot eBlast to your private email distribution list. If you do so, please note that several of the links embedded will *not* work properly. In addition, if the person unsubscribes, they are unsubscribing your email address, not theirs as the Event Spot was originally sent to YOU!

eBLAST – Survey

Ministry Leaders and Purpose Heads can survey their members of their organization.

All survey details should be sent to the Marketing Team at marketing@turnerchapelame.org.

Surveys for the entire congregation require pre-approval by the senior pastor.

Your email should contain:

- a list of questions
- an excel spreadsheet of your ministry members with the following columns completed
 - first name
 - last name
 - email address

The Marketing Team will advise on the wording and style of the questions for maximum effectiveness.

If you are the Ministry Leader and you request a survey, your Purpose Head will need to approve all questions prior to distribution.

If you are the Purpose Head and you request a survey, the Executive Pastor will need to approve all questions prior to distribution.

The survey will have an open and close date.

A closed survey will no longer be available for a respondent to take.

Once the survey closes, you will receive reports via email that will include the results.

Respondents have the option to reveal their identity or remain anonymous.

CD, DVD, & SPECIAL VIDEO FOOTAGE REQUESTS

Copies of Sunday service are produced the same day and will be available after service.

If a request is made for a different Sunday service or you require special video footage, these requests should be sent to the Marketing Team at marketing@turnerchapelame.org.

Your email should contain:

- Brief Description of what is requested
- Date of the Sermon or Special Event
- Number of Copies Needed
- Please include in the subject line, 'Video Request'

Please allow 7 business days to complete your request.

If your event requires video and/or photography services, please provide written notification to the Marketing Team at marketing@turnerchapelame.org no later than 30 days prior to your event.

TCC VISUAL

TCC Visual is a 'slide-based' marketing medium shown during Sunday morning worship service. All announcements should be sent to the Marketing Team at visualpowerpoint@turnerchapelame.org.

Only approved announcements and events will be included.

All camera ready announcements should be sent in **JPEG or PPT**

format. All graphics to assist with layout should be sent in **JPEG format**.

The Marketing Team reserves the right to final edits.

SOCIAL MEDIA

Social Media is a form of electronic communication which users create online communities to share information.

Both church-wide events and ministry-driven events will be promoted under the Turner Chapel AME Church Marietta, GA social media pages.

All announcements should be sent to the Marketing Team at marketing@turnerchapelame.org.

Only approved announcements and events will be included.

All camera ready announcements should be sent in **JPEG format**.

All graphics to assist with layout should be sent in **JPEG format**.

The Marketing Team reserves the right to final edits.

For ministries who currently have their own social media pages, please immediately contact the Marketing Team at marketing@turnerchapelame.org so we can ensure that all postings are consistent with the Turner Chapel AME brand. In addition, you will need to grant administrative rights to our Social Media Manager to assist with content management.

To ensure consistency and in keeping with the Turner brand, the following naming convention for your ministries social media account should be followed:

Turner Chapel AME Church <Insert Ministry Name Here>

WEBSITE

The Turner Chapel AME website is designed to highlight a specific church-wide or ministry-driven activity and serve as a valuable resource for pertinent information.

Only approved activities will be included and should be submitted to the Marketing Team at marketing@turnerchapelame.org.

Your email should include:

- 5 W's: Who, What, Where, When & Why
- Cost (if applicable)
- Event description
- Logo
- Marketing photos
- Event contact person with email address and phone number

Please ensure the following Guidelines are adhered to:

- Quality of content: Provide high-quality content that clearly and accurately describes your initiative or event.
- Quality of images: Images need to be in focus, well-lit for the subject matter. Images that are grainy, digitally manipulated, or have been processed incorrectly will not be utilized.
- Resolution and size: All website images need to be at least **300 DPI**. File size cannot exceed 800 KB.
- Resolution and size for the HERO Section: Only church-wide activities will be featured on the Home Page Features (HERO) Section. This image will serve as a clickable snapshot overview of your activity. Images must be sized to **1175 x 417** and submitted in JPEG format. File size cannot exceed 800 KB.
 - If utilizing graphics for the Information/Events Section, please submit in JPEG format with detailed information regarding the activity. If no graphic for the Information/Events Section, please provide relevant and detailed information in text form.
- Permission from the subject: If using photographed individuals, you must have verbal or written permission from the people in the photograph.

Please allow **5 business days** to get information uploaded to the website.

The Marketing Team and Executive Staff reserve the right to determine what activities will be featured on the website.

PRESS RELEASES

Press releases are an official document to inform the media about a particular matter in an effort to generate media coverage.

The Marketing Team will write and distribute press releases to announce Turner Chapel AME activities, including church-wide events, community initiatives and programs.

Press releases will be distributed to local print, electronic and digital media outlets and Christian media including *The Christian Recorder*.

Press releases will be written in *The Associated Press (AP) Stylebook* format for journalism and news writing.

Press releases must be approved by your Purpose Head AND the Executive Pastor prior to distribution.

The Marketing Team and Executive Staff reserve the right to determine what activities will be announced to the media.

Please allow **7-10 business days** to receive a draft of your announcement for review and approval.

When submitting information for the development of a press release, please include the following information:

- The 5Ws of Journalism: Who, What, Where, When, Why
- Event or program description
- History and background about the event or initiative
- Significant facts or data that would help to support the story
- Graphic or photo(s) to support and illustrate the story. All photos should be high resolution (**at least 300 DPI**) and submitted in **JPEG** format
- Contact person with email address and phone number to obtain more details, anecdotes, background

Turner Chapel AME Church Event Requirement Form

Things to note: (1) This form must be completed 90 days before the date of your event. (2) Please print & completely fill out the form. Be sure to keep a copy! (3) Forms must have the signature of the ministry leader and purpose head. (4) Events will not be placed on the church calendar until this form has been submitted & approved.

Purpose _____

Ministry Name: _____ **Event Name:** _____

Contact Person(s): _____

Cell phone: () _____ **Other:** () _____

Email address: _____

EVENT INFORMATION

Event date: 1st choice _____ 2nd choice _____ Day of Week _____

Event Start Time: _____ **Event End Time:** _____ **Set Up Time:** _____

Event Description: _____

LOGISTICS

Approx. number of attendees: _____

Location: (select preferred location) ___ Cathedral ___ Off Campus

Requested Room(s): _____

Note: Final location and room(s) assigned by designated TCC Administrative Staff

Security : ___ Yes ___ No

If event will be held offsite, list location and contact name/number _____

EQUIPMENT

Audio crew: ___ Yes ___ No

Audio equipment (ex: microphones, CD player, etc.) _____

Video crew: ___ Yes ___ No

Video equipment (ex. TV, VCR, PowerPoint) _____

Musicians: ___ Yes ___ No Musical instruments _____

SET-UP INFORMATION

Note: Please indicate the number of tables/chairs and room set up desired. Please indicate if refreshments will be served. If the kitchen is needed please complete a kitchen request form.

TRANSPORTATION

Shuttle service: ___ Yes ___ No ___ Number
 Vans: ___ Yes ___ No ___ Number
 Trucks: ___ Yes ___ No ___ Number
 Buses: ___ Yes ___ No ___ Number

NOTE: *Shuttles must be driven by certified drivers. Please be prepared to present the transportation ministry with a list of drivers for your event.*

FINANCES

How will this event be financed? ___ budgeted funds ___ treasury ___ fee-based event

Expected amount of total expenditures: \$ _____ Date funds needed: _____

Description of items to be used	Estimated Costs (actual quotes from vendors) 90-Days Out	Actual Costs (from invoices and receipts) 60-Days Out	Actual Costs vs. Estimated Costs 30-Days Out

EVENT MARKETING

All communication for marketing purposes must be sent to marketing@turnerchapelame.org. Marketing needs should be submitted 45-60 days prior to event. Please specify if you need assistance with advertising or how you would like to advertise this event (Bulletin, TCC Visual, E-Blast, Ministry Cast, Social Media and Website).

ADDITIONAL INFORMATION

(NOTE: Attach additional pages to list special requirements, contracts, room layout requirements, etc.)

SIGNATURES – 90 Days

Ministry Head: _____ Date: _____
Purpose Head: _____ Date: _____
Trustee: _____ Date: _____

SIGNATURES – 60 Days

Ministry Head: _____ Date: _____
Purpose Head: _____ Date: _____
Trustee: _____ Date: _____

SIGNATURES – 30 Days

Ministry Head: _____ Date: _____
Purpose Head: _____ Date: _____
Trustee: _____ Date: _____

Ministry Kitchen Usage Request

The Cathedral of Turner Chapel A. M. E. Church



As the authorized planner/organizer for the (Event Name) _____
to be hosted by (Ministry) _____ **on** _____,

We are requesting use of the kitchen facility and agree to the following (please initial each item):

- 1. Except when unloading/loading, park vehicle in designated area to keep driveway open.**_____
- 2. To supply all small equipment needed for our event (i.e. disposable aluminum pans, all paper goods, plastic gloves, fuel for chaffing dishes, seasoning(s), dish cloths, dish detergent).**_____
- 3. To clean and return all kitchen equipment/items used for the upcoming event (i.e. coffee pot, punch bowl, serving utensils, oven, convection oven, etc.) to the original condition/location.**_____
- 4. To return all equipment/items used for upcoming event from various other locations to the correct location; not left in the kitchen.**_____
- 5. All supplies, food and equipment will be removed, unless otherwise discussed, from premises upon completion of event.**_____
- 6. All counter tops and tables used will be wiped clean and free of debris.**_____
- 7. To pick up and remove all trash accumulated as result of event from requested area(s).**_____
- 8. Turn off all equipment (fans, fryers, lights, ovens, etc.) prior to departure.**_____
- 9. To be sure any rental equipment is dropped off no earlier than the day of the event, and is picked up no later than 9:00 a.m. the day following the event unless special provision is made in advance with Turner Chapel A.M.E. Church. If your event falls on a Saturday, then equipment should be pick up no later than the following Monday morning by 10:00 a.m.**_____
- 10. To accept all responsibility for the behavior, health and security of ministry members/user staff (including contracted persons), as well as any damage caused by or to them.**_____
- 11. No dates should be publicized/announced until a written agreement has been received.**_____
- 12. A staff member will inspect the kitchen prior to and after use.** _____

Cooperation from all parties, with regards to the aforementioned guidelines, is greatly appreciated. Failure to comply could result in either a fine to cover expenses incurred by Turner Chapel A.M.E. Church or removal of your name from our user list.

Ministry name (printed): _____

Signature of Person Completing form: _____ Date: _____

Position: _____ Ministry Chairperson: _____

The Cathedral of Turner Chapel A.M. E Church

Kitchen Usage Request Form

Applicant Information

Organization/Group Name: _____

Purpose Head: _____

Chairperson/President _____

Area Requested: _____

Dates; _____

Prep Date(s) (if necessary): _____ Times: _____

Event Date (s) _____ Time(s): _____

Purpose/Activity: _____

Who is preparing the food/beverage? Kitchen Committee _____ Ministry Committee _____

If Ministry Committee, please list Name: _____

Kitchen Use _____ YES _____ NO

Specify item(s) needed:

___ Cart(s) #___	___ Punch bowl
___ Chafers #___	___ Dish Washer
___ Coffee pot (s)#___	___ Serving Utensils
___ Convection oven(s)	___ Spoons #___ Tongs #___ knives
___ Cooler	___ Mixer
___ Freezer	___ Steam Table(s) #___
___ Fryer**	___ Stove
___ Linen Tablecloths***	___ Tilt Skillet
___ Pots/Pans #___	___ Steamer
___ Meat Slicer	___ Sheet Pans
___ # cupcake & Treat Stands (9)	___ # Dessert Tier (4)
___ # Stack & Serve (2)	___ Gourmet Buffet Server (1)
___ Black Aprons	

No food is to be left in the refrigerator or kitchen. All items are to be removed from kitchen upon completion of event.

All trash should be removed and placed in dumpster, floors swept and mopped, if necessary and counter tops, sinks and equipped used should be drained of water (if needed) and wiped down.

The ministry, organization or group requesting usage of kitchen will provide the following:

Aluminum pans and lids
Dish detergent
Dish towels
Drinking Cups
Foil and/or plastic wrap/Sheet Pan Liner
Fryer Oil
Napkins
Pan Spray
Plastic ware (forks, knives and spoons)
Plates
Plastic gloves
Seasonings

*****Special cleaning needed (a \$30 fee will be assessed to ministry). Cooking oil must be purchased.***

******Linen tablecloths may be requested, however, please note, each organization will be responsible for a mandatory laundering assessment without exception.***

******Please take dirty aprons and dish clothes/towels home to wash and return within 72 hours unless you provide your own.***

We pray your usage of and time spent in the TCC kitchen space meets and exceeds your expectations.

Please submit completed forms to:

Felicia Lyles

flyles@turnerchapelame.org

Culinary Ministry

Culinary@turnerchapelame.org