



SCHEDULING TOOLS

GOOGLE CALENDARS AND FACEBOOK AND EVENTBRITE EVENTS



WHAT TOOLS AND WHY?



There are several tools you can use to help schedule, track and publicize your events. They have different purposes. Use one or layer several.

- Google Calendar.
- Facebook Events.
- Eventbrite.

WHAT TOOLS AND WHY?



Google Calendar

- Create a calendar that you can post on your website.
- Embed in your website and your website looks fresh! Members and visitors will see how active your branch is.
- Include branch events such as board meetings, programs, projects, special interest group events.

WHAT TOOLS AND WHY?



Facebook Events

- Create events on your branch Facebook page and let your members do some of the work you!
- Members share the event and spread the word by inviting and sharing with friends.
- Boost your event by purchasing ads.

WHAT TOOLS AND WHY?



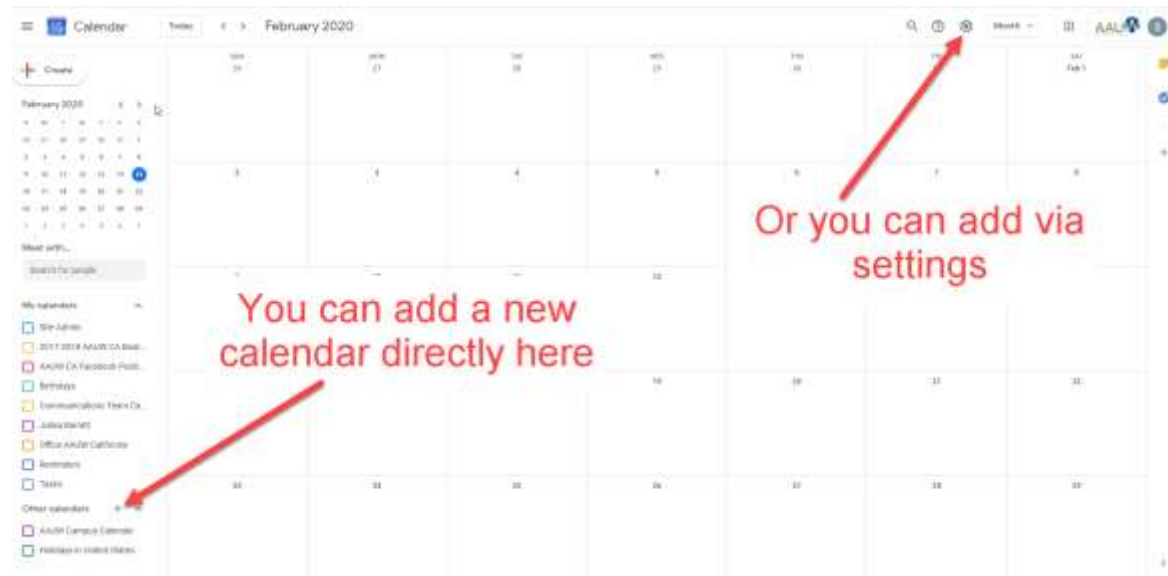
Eventbrite Ticketing

- Need to track attendance? Use Eventbrite!
- There is no charge if your event is free. There is a transaction charge if you are collecting money.
- Your event will be listed in your geographic area – allowing non members to find you!
- Advanced features allow you to create multiple ticket types and registration questions.
- Reporting is fast and easy.

GOOGLE CALENDAR



- Open your google calendar.



CREATE YOUR CALENDAR



1. Choose Other Calendar.
2. Create new calendar.
3. Enter calendar name.
4. Enter description
5. Create calendar.

The screenshot displays the Microsoft Office 365 calendar interface. On the left, the 'My calendars' list includes 'Site Admin', '2017-2018 AAUW CA Boar...', 'AAUW CA Facebook Postl...', 'Birthdays', 'Communications Team Ca...', 'Julika Barrett', 'Office AAUW California', 'Reminders', and 'Tasks'. The 'Other calendars' section at the bottom has a red box around the 'Add other calendars' icon, with a red arrow pointing to it and a red circle containing the number '1'. A red box around the 'Create' button in the top left has a red arrow pointing to it and a red circle containing the number '2'. On the right, the 'Create new calendar' form is shown with a red box around the 'Name' field (containing 'Enter your calendar name here') and a red circle with '3', a red box around the 'Description' field (containing 'Describe your calendar') and a red circle with '4', and a red box around the 'Create calendar' button and a red circle with '5'. A dropdown menu is open over the 'Create new calendar' button, with a red box around the 'Create new calendar' option and a red circle with '2'.

CONFIGURE YOUR CALENDAR



- Make the calendar PUBLIC so that everyone can see it
- Add any people you want to be able to add events

The screenshot shows the 'Settings' page for a calendar named 'Test Calendar'. The left sidebar lists various settings categories, with 'Auto-accept invitations', 'Access permissions', 'Share with specific people', and 'Event notifications' highlighted by red arrows. The main content area shows the following settings:

- Auto-accept invitations:** A dropdown menu set to 'Automatically add all invitations to this calendar'.
- Access permissions:** A section with two checkboxes: 'Make available to public' (checked, marked with a red circle '1') and 'Make available for AAUW California' (checked). Each has a 'See all event details' link. Below is a 'Get shareable link' button and a link to 'Learn more about sharing your calendar'.
- Share with specific people:** A section with a list of people, including 'siteadmin@aauw-ca.org' (marked with a red circle '2'), and an '+ Add people' button. Below is a link to 'Learn more about sharing your calendar with someone'.
- Event notifications:** A section with the text 'Receive email notifications for events on this calendar. Opting into these notifications may alert and be visible to the calendar owner(s)'.

CONFIGURE YOUR CALENDAR (CONTINUED)



- Add any additional configurations you desire

The screenshot shows the 'Settings' page for a calendar named 'Test Calendar'. The left sidebar lists various settings categories, with 'All-day event notifications' selected. Two red arrows point from the 'All-day event notifications' and 'Other notifications' sections in the sidebar to their respective configuration areas on the right. The 'All-day event notifications' section includes a description and a '+ Add notification' button. The 'Other notifications' section lists several notification types (New events, Changed events, Canceled events, Event responses, Daily agenda) with dropdown menus set to 'None'. The 'Integrate calendar' section at the bottom provides a public URL and an embed code.

INTEGRATE YOUR CALENDAR



1. Share the public link via email.
2. Embed the calendar into your website with this embed code.

← Settings

General

Add calendar

Import & export

Settings for my calendars

- Site Admin
- Birthdays
- Test Calendar

Calendar settings

- Auto-accept invitations
- Access permissions
- Share with specific people
- Event notifications
- All-day event notifications
- Other notifications
- Integrate calendar
- Remove calendar

2017-2018 AAUW CA Board ...

AAUW CA Facebook Posting...

Communications Team Cale...

Jillia Barrett

Integrate calendar

Calendar ID
aauw-ca.org_jhac870kvgnptm0as88o5eg88@group.calendar.google.com

Public URL to this calendar
https://calendar.google.com/calendar/embed?src=aauw-ca.org_jhac870kvgnptm0as88o5eg88

Use this URL to access this calendar from a web browser.

Embed code
`<iframe src="https://calendar.google.com/calendar/embed?src=aauw-ca.org_jhac870kvgnptm0as88o5eg88" ...`

Use this code to embed this calendar in a web page.
You can customize the code or embed multiple calendars.

Customize

Public address in iCal format
https://calendar.google.com/calendar/ical/aauw-ca.org_jhac870kvgnptm0as88o5eg88%40gro

Use this address to access this calendar from other applications.
Warning: The address won't work unless this calendar is public.

Secret address in iCal format
https://calendar.google.com/calendar/ical/aauw-ca.org_jhac870kvgnptm0as88o5eg88%40gro

Use this address to access this calendar from other applications without making it public.
Warning: Only share this address with those you trust to see all event details for this calendar.
You can reset this address and make the current one invalid.

Reset

Remove calendar

By unsubscribing, you will no longer have access to this calendar. [Learn more](#)

Unsubscribe

The calendar will be permanently erased. Nobody will be able to use it anymore. [Learn more](#)

INTEGRATE YOUR CALENDAR (CONTINUED)



You can configure how your embedded calendar looks.

1. Choose the characteristics you want.
2. Choose the calendars you want to include.
3. Create a calendar title.
4. Embed code will adjust.
Copy this code to post to your website.

EMBED YOUR CALENDAR IN YOUR WEBSITE



- Copy the embed code and send it to siteresources@aauw.org. Request that it be added to the right sidebar of your website.



We are a national group of women who value education
sponsor community forums
teach women how to manage their money
send young girls to science and math camp
inspire lifelong learning in women of all ages
provide opportunities for women to reach their full potential

We open eyes

HOME ABOUT COMMUNITY PROJECTS CALENDAR FUNDRAISERS INTEREST GROUPS NEWSLETTERS MEMBERS

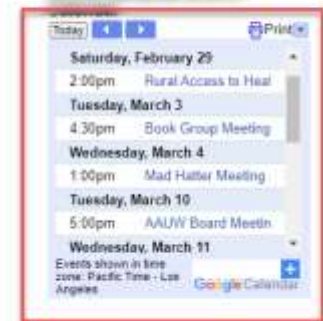
Welcome to the Mariposa County Branch of AAUW!

PROGRAM FOCUS FOR 2019 - 2020

RURAL HEALTHCARE ACCESS



February 29, 2020 2-4 pm



Mariposa AAUW will be presenting a series of programs on the issue of Rural Access to Healthcare. The second of these programs will be **February 19th at 2 pm** in the Mariposa County Board of Supervisors' chambers.

CREATE A FACEBOOK EVENT



- Add event to your Facebook page.

Forget diamonds this Valentine's Day.
Fair pay is a girl's best friend.

#whatwomenneed

AAUW California
Nonprofit Organization

Learn More

Promote View as Visitor

Photos See All

Videos See All

Create Post

Photo/Video Check In Feeling/Activity

Create Like **Event** Offer Job ...

About

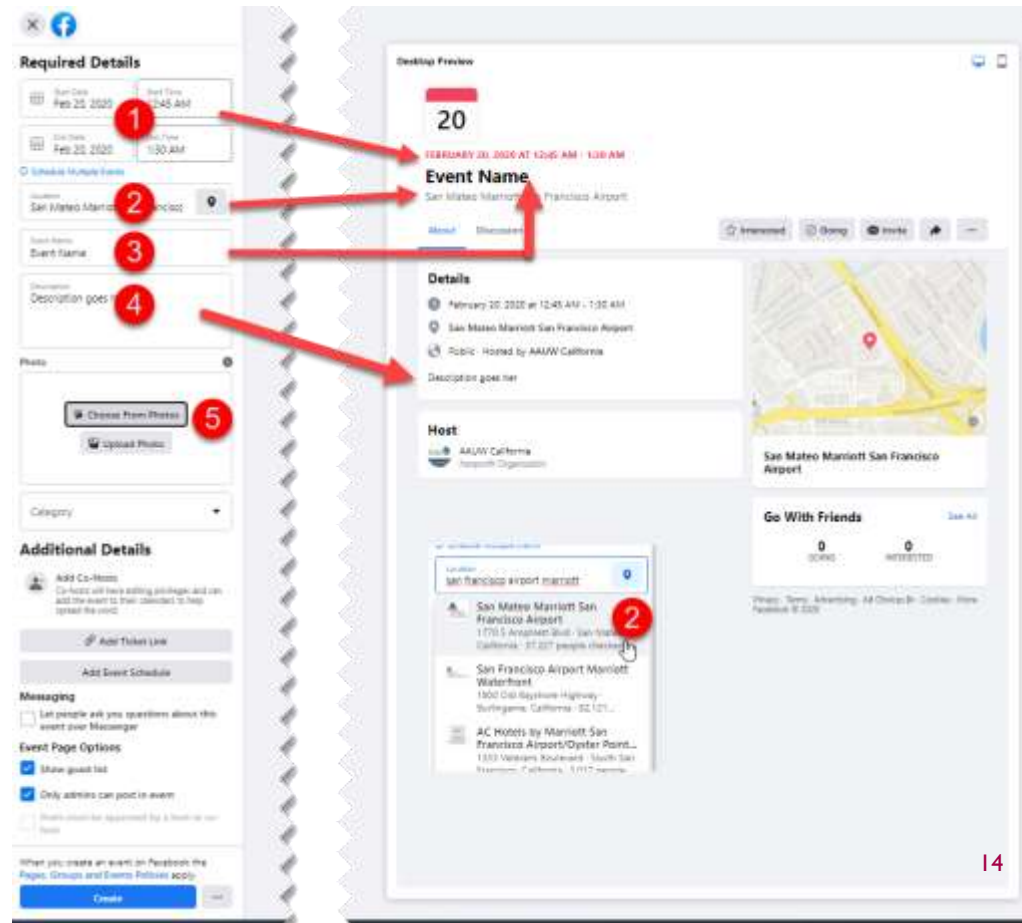
- Nearly 18,000 members in 140 branches statewide, breaking through barriers for women and girls. To become a member, visit www.aaup-cal.org
- 2,221 people like this
- <http://www.aaup-cal.org/>
- (916) 690-5125
- Typically replies within a day
Send Message
- steeple@aaup-cal.org
- Nonprofit Organization

Edit Details



CONFIGURE EVENT

1. Add date and time.
2. Add location.
Facebook will embed map.
3. Add event name.
4. Add description.
5. Add a picture. You can use existing pictures or add a new one.





CONFIGURE EVENT (CONTINUED)

6. Add any co-hosts – this will increase your visibility. Co-hosts have to accept the invitation before they will be displayed.
7. Add ticket information if you are using a tool like Eventbrite or link to your website.
8. Add a schedule if desired.
9. Create your event.

The image shows the Facebook event configuration interface. On the left is the 'Additional Details' section, and on the right is a 'Desktop Preview' of the event page. Red arrows and callouts indicate the following steps:

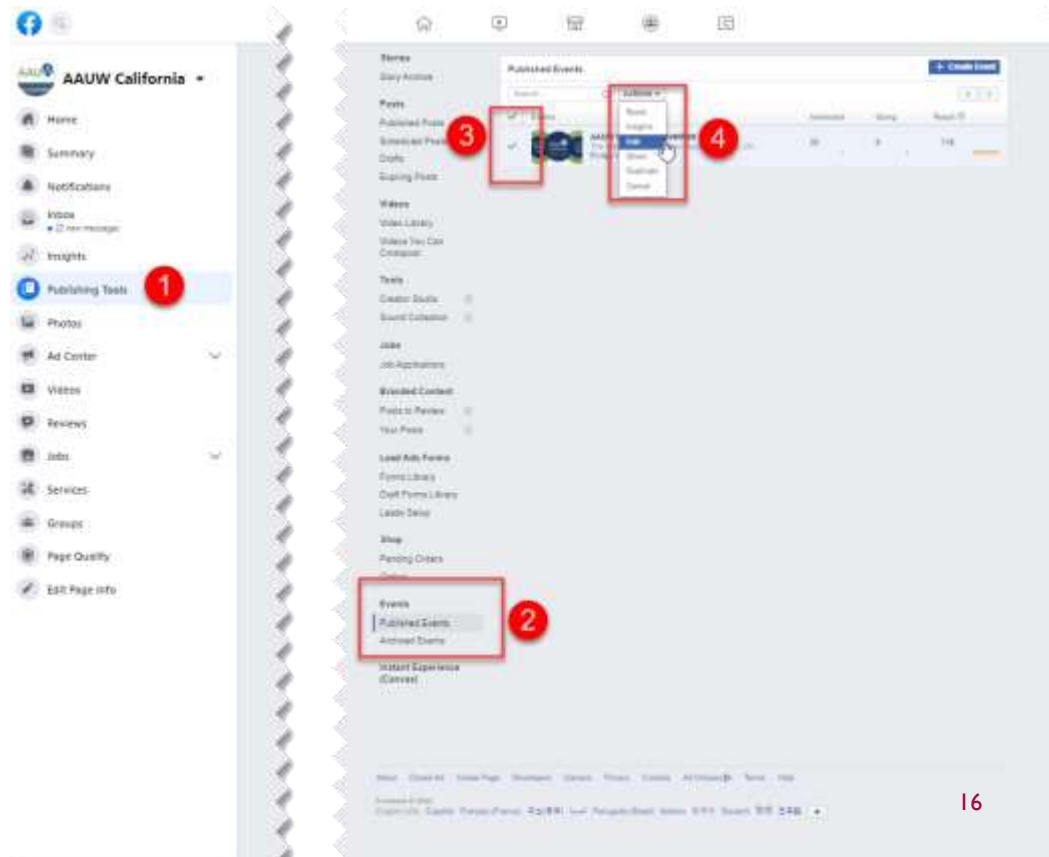
- 6:** Points to the 'Co-host' field in the 'Additional Details' section.
- 7:** Points to the 'Ticket Link' field in the 'Additional Details' section.
- 8:** Points to the 'Add Event Schedule' section in the 'Additional Details' view.
- 9:** Points to the 'Create' button at the bottom of the 'Additional Details' section.

The 'Desktop Preview' shows the event details as they would appear to a user, including the event name, date, location, and a 'Tickets' section. A red box highlights the 'Tickets' button in the preview, which is linked to the 'Ticket Link' field in the configuration view.

EDITING YOUR EVENT



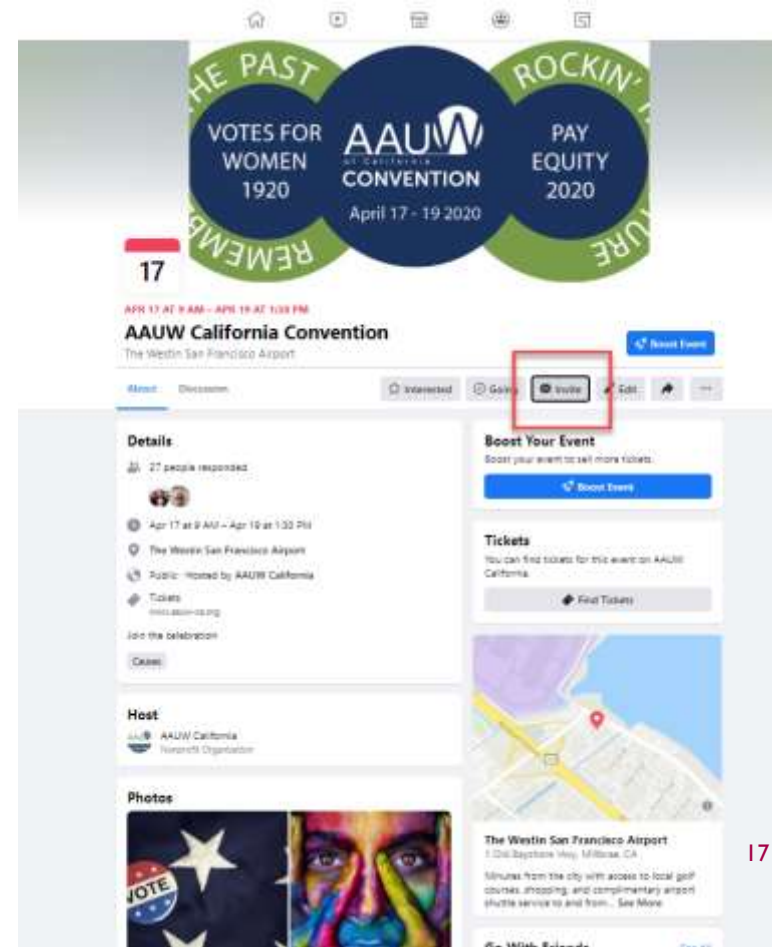
1. Choose Publishing Tools.
2. Choose Published Events.
3. Click on the event you want to adjust.
4. Click edit.



INVITE PEOPLE!



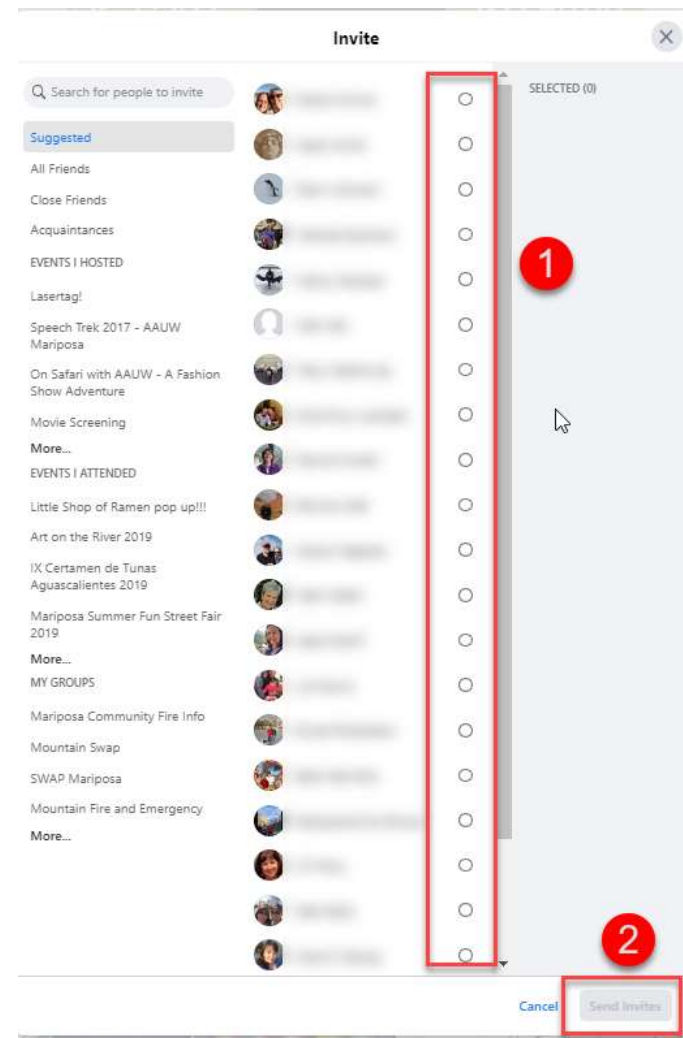
- Once your event is posted, invite people to the event. You will do this as an individual.
- Encourage your member to invite their “friends”.



INVITE PEOPLE! (CONTINUED)



1. Click on who you want to invite.
2. Click to send the invitation.



EVENTBRITE (FREE VERSION)



- Eventbrite's free version is adequate for most simple events.
- If your tickets are free, there is no charge.
- If you charge for your event, you'll be charged a service fee. You will need to connect your Eventbrite account to a financial package like paypal.
- If you want more than one ticket type you will need to sign up for a paid account.

EVENTBRITE – THE BASICS



A screenshot of the Eventbrite website interface. At the top left, the 'eventbrite' logo is visible next to a search bar containing the text 'Search events'. On the right side of the top navigation bar, there are icons for 'Create Event', 'Likes', and 'Tickets'. The main content area features a large banner image of a person singing into a microphone. Overlaid on this banner is a search filter menu with the following options: 'I want to go to' with a dropdown arrow, 'Any date' with a dropdown arrow, 'in' with a dropdown arrow, 'California' with a dropdown arrow, and 'And I'm in the mood for' with a dropdown arrow, followed by 'Anything' with a dropdown arrow. Below the banner, there is a link that says 'Browse other popular events'. Underneath that, the text 'Popular in California' is displayed. At the bottom of the page, there are several filter tabs: 'All', 'For you', 'This Weekend', 'Free', 'Music', 'Food & Drink', and 'Charity & Causes'. On the right side of the page, a user profile menu is open for 'Julika Barrett' (email: jof@aaunetwork.org). The menu items include 'Tickets (0)', 'Liked (0)', 'Following (0)', 'Collections', 'Interests', 'Manage Events', 'Organizer Profile', 'Concerts', 'Account Settings', 'Create Event' (highlighted with a red box), and 'Log out'.



EVENTBRITE – THE BASICS (CONTINUED)

1. **Event Title** — Give your event a short, distinct name up to 75 characters long.
2. **Type** — Choose a type that describes your event. For public events, this helps attendees find your event. **Category** — Choose a category that matches your event. For public events, this helps attendees find your event.
3. **Location.**
 - **Venue** — Use the search bar below "Venue" to search for a venue, address, or city. If you select a venue and need to remove it, click the search icon.
 - **Online event** — Use for events that occur online only. This helps make it clear to attendees your event is virtual (not in-person).
 - **To be announced** - Use temporarily while you decide on a location. Make sure to update after you decide on a location.

Basic Info
Name your event and tell event-goers why they should come. Add details that highlight what makes it unique.

Event Title*
Text event for Technology Fear Group Meeting 44/75

2 Meeting or Network... Business & Professo... Non Profit & NGOs

Entering
Add keywords to your event
0/10 tags 0/25 Add

Organizer
AAUW California

This profile describes a unique organizer and shows all of the events on one page. [View Organizer Info](#)

Practical tip
Improve discoverability of your event by adding tags relevant to the subject-matter

Location
Help people in the area discover your event and let attendees know where to show up.

Venue*

Manhattan Beach Marriott

3 Venue Name*
Manhattan Beach Marriott 34/100



EVENTBRITE – THE BASICS (CONTINUED)

- Enter date and time information.



Date and time

Tell event-goers when your event starts and ends so they can make plans to attend.

- Single Event - Happens once and can last multiple days
- Recurring Events - Repeats or occurs more than once

<input type="text" value="Event Starts *"/> 03/26/2020	<input type="text" value="Start Time"/> 7:00 PM
<input type="text" value="Event Ends *"/> 03/26/2020	<input type="text" value="End Time"/> 10:00 PM

Advanced settings ▼



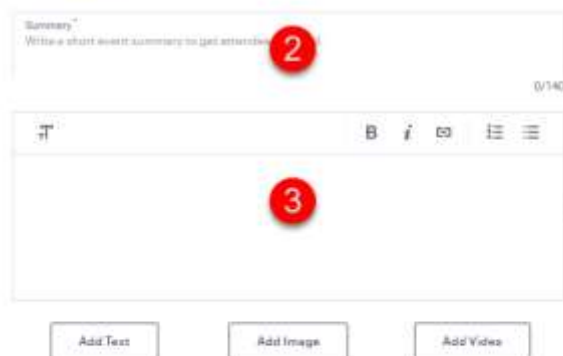
EVENTBRITE – THE BASICS (CONTINUED)

1. Add an image.
2. Provide a summary of the event.
3. Provide details for the event.

 **Main Event Image**
This is the first image attendees will see at the top of your listing. Use a high quality image—2180x1080px (2:1 ratio). [Learn more](#)



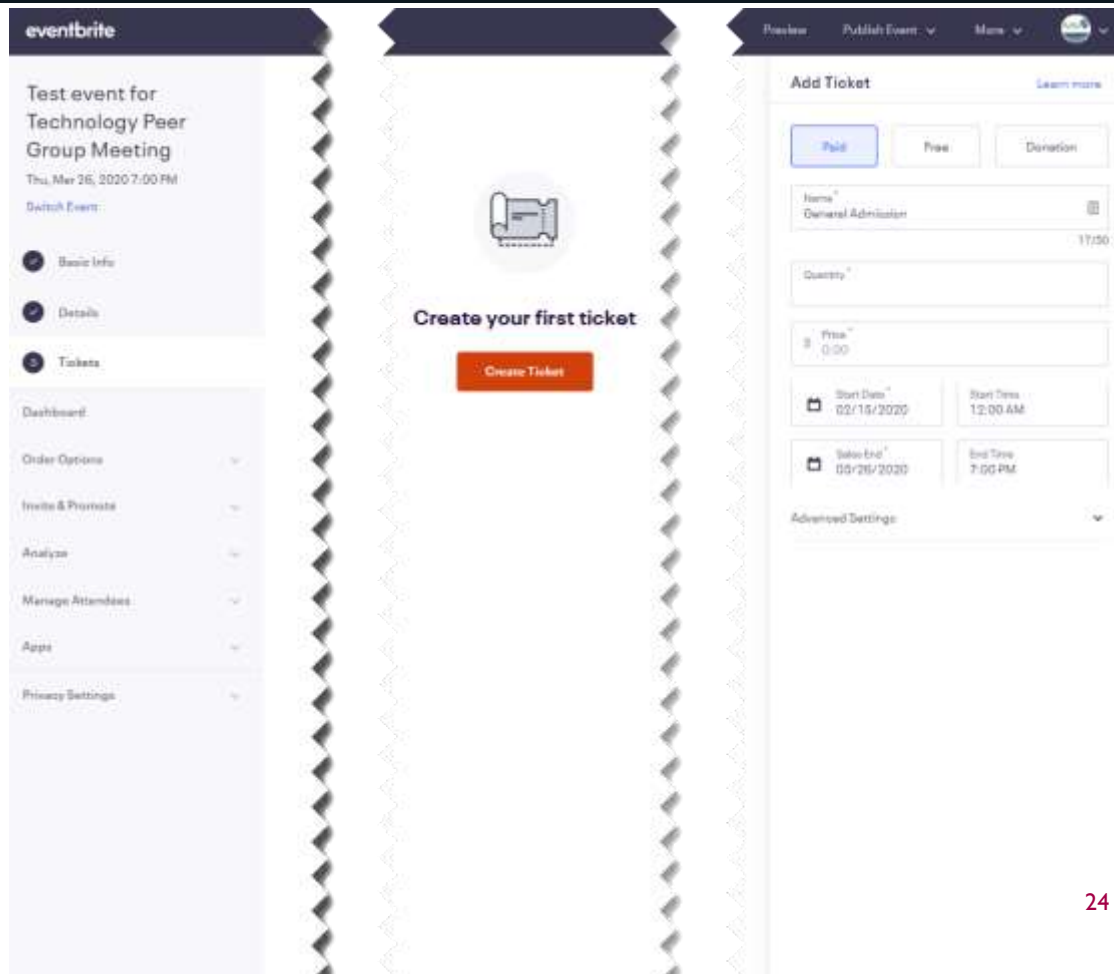
 **Description**
Add more details to your event like your schedule, sponsors, or featured guests. [Learn more](#)





EVENTBRITE – THE BASICS (CONTINUED)

- Create a ticket
 - Free tickets – no charge to use Eventbrite.
 - Paid and donation tickets - you will be charged a transaction fee. You can absorb fees or pass on to purchaser.





EVENTBRITE – THE COST

Find the solution that's right for you

Avoid ticketing fees by passing them to attendees

Essentials

The essentials you need to start selling in minutes.

Downgrade

Professional

A powerful solution to boost sales and grow your business.

Your Current Package

Premium

Tailored partnership for organizers with large and complex events

Contact Us

	Essentials	Professional	Premium
Fee per paid ticket*	2% + \$0.79	3.5% + \$1.59	Custom
Fee per free ticket	Free	Free	Free
Customer Support:	Online help center	Phone, chat, and email support for paid events	24/7 phone support
Ticket types (e.g. "General Admission")	1	Unlimited	Unlimited
Ticketing & registration essentials	✓	✓	✓
Listing on Eventbrite and partner sites	✓	✓	✓
Ticket sales on your own site	—	✓	✓
Customizable checkout forms	—	✓	✓
Detailed sales analytics	—	✓	✓
Payouts before your event	—	✓	✓
On-site staffing support & rental equipment	—	—	✓
Branded community pages	—	—	✓
Product training	—	—	✓
Customer Success Manager	—	—	✓



EVENTBRITE – MANAGE YOUR EVENT

Live!
Your event is up and running and tickets are on sale.

Public Edit
Your event is listed and searchable.

102 Tickets Sold / 6,098

2%

Paid Free

Net sales
Last 30 days: \$29,337.34

2020/02/01

● Organizer Channels ● Eventbrite Channels

Net sales ⓘ

Tickets sold
102

Add-ons sold
0

Page views
948

Invites
0

You're collecting payments with:
PayPal [edit]

BANK AMERICAN EXPRESS VISA MASTERCARD

Not editable after first sale.
[Learn more about payment processors](#)

Gross sales

[See all sales channels](#)

- Online
- Offline
- Offline Check
- Manual
- Manual Check

Sales by Ticket Type

Ticket Type	Price	Sold	Status	End Sales
Package A - Basic Convention Registration	\$350.00*	102	On Sale	4/10/20 11:59 PM
Package B - Enhanced Convention Registration	\$420.00*	0	On Sale	4/10/20 11:59 PM
Package C - Full Convention Registration	\$495.00*	0	On Sale	4/10/20 11:59 PM
Package D - for Saturday Only Registration	\$180.00*	0	On Sale	4/10/20 11:59 PM

RESOURCES



Facebook

- <https://www.tech-recipes.com/rx/63107/how-to-create-facebook-event-on-android/>

Google

- <https://support.google.com/calendar/answer/37082?hl=en>

Eventbrite

- <https://www.eventbrite.com/blog/academy/eventbrite-on-demand-demo/>
- <https://www.eventbrite.com/organizer/overview/>
- https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event-using-our-new-event-creation-experience?lg=en_US