

Rental or External Event Decision Matrix

Criteria	Considerations	Decision Point
1. Is Our Building a Fit?	<ul style="list-style-type: none"> - Does the event fit within our space capabilities (e.g., size, accessibility, AV capabilities)? - Does the requested date/time fit with the building's schedule and availability? - Does it align with our operational limitations (e.g., no overnight use)? 	<ul style="list-style-type: none"> <input type="checkbox"/> Yes – Move forward <input type="checkbox"/> No – Decline or suggest alternate venues
2. Are Our Values a Fit?	<ul style="list-style-type: none"> - Does the event align with Unitarian Universalist values and current strategic priorities? - Does it advance community well-being or existing community partnership? - Could hosting the event enhance our congregation's reputation in the community? 	<ul style="list-style-type: none"> <input type="checkbox"/> Yes – Move forward <input type="checkbox"/> No – Decline or discuss with leadership
3. What is the ROI on Staff Time?	<ul style="list-style-type: none"> - Use staff time calculator: - Calculate total hours required (setup, event management, reset, and communication). - Assess opportunity costs (e.g., time taken away from ministry priorities). - Does the potential benefit (e.g., revenue, alignment with values) outweigh staff costs? 	<ul style="list-style-type: none"> <input type="checkbox"/> Positive ROI – Move forward <input type="checkbox"/> Negative ROI – Decline or adjust offer
4. What is the Sponsorship Level?	<ul style="list-style-type: none"> - Determine the appropriate sponsorship level based on the framework: 1. Turn-Key Building Use 2. Building Use + Minimal Setup 3. Event Management 4. "As if Internal" Event - Is the requester aware of the requirements and associated costs at this level? 	<ul style="list-style-type: none"> <input type="checkbox"/> Level Confirmed <input type="checkbox"/> Needs adjustment (e.g., communicate expectations/costs)

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5. What is the Prep Time?	<ul style="list-style-type: none"> - How far in advance is the event being requested? - Do we have sufficient time to coordinate logistics and staff? 	<ul style="list-style-type: none"> <input type="checkbox"/> Adequate Prep Time - Move forward <input type="checkbox"/> Inadequate Time - Decline or offer alternative dates
6. Who is Asking?	<ul style="list-style-type: none"> - Is the requester a reliable organizer with a proven track record? - Is it a request from a member or a church group? - Is this an external partner we value or seek to build a relationship with? 	<ul style="list-style-type: none"> <input type="checkbox"/> Reliable/Member/Key Partner - Prioritize <input type="checkbox"/> New/Unknown Requester - Assess cautiously or require more clarity

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