

Friendship-West



Baptist Church

Ministry Event Planning Guide

2011 -2012

Event Name: _____

Ministry Name: _____

Ministry Leader: _____

6 to 12 Months: Brainstorming

Meeting/Event Coordinator: _____

Date: _____

Meeting Attendees:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Event Name: _____

Event Date: _____

Event Time: _____ AM / PM **to** _____ AM / PM

Event Theme: _____

Event Purpose: _____

Event Type: **(check one)**

- | | | |
|--|---|---|
| <input type="checkbox"/> Revival | <input type="checkbox"/> Festival/Carnival | <input type="checkbox"/> Conference |
| <input type="checkbox"/> Fundraiser (Outreach) | <input type="checkbox"/> Feeding (Outreach) | <input type="checkbox"/> Camp |
| <input type="checkbox"/> Concert | <input type="checkbox"/> Stage Play | <input type="checkbox"/> Fashion Show |
| <input type="checkbox"/> Pastor's Birthday | <input type="checkbox"/> Pastor's Anniversary | <input type="checkbox"/> Church Anniversary |
| <input type="checkbox"/> Lock-in | <input type="checkbox"/> Ceremony/Graduation | <input type="checkbox"/> Party |
| <input type="checkbox"/> Other: _____ | | |

Questions to consider:

1. Does this event serve a need not previously met?
2. Do we have the resources to make this happen?
3. Who is your audience? Who will this event serve?
4. Are there other events scheduled that can be combined with this one?
5. Will this event generate revenue?
6. Will this event encourage Christian growth?

6 to 12 Months: Brainstorming

Is this event recurring? _____ If so complete the below chart about the previous year.

WHAT WENT WELL 😊	WHAT WENT WRONG ☹️

List possible ministries to assist: (i.e. music, drama, ushers, etc.) _____

List possible staff department to assist: (i.e. media, communications, B&G, finance, etc.) _____

At the close of this event we hope to: _____

6 to 12 Months: Planning

Build a Team:

1. Budget & Revenue: _____
2. Venue(B&G request): _____
3. Entertainment (A/V request): _____
4. Decorations: _____
5. Marketing (Project request): _____
6. Communication/PR (New or Communication Request): _____
7. Food: _____
8. Volunteers: _____

BELOW ARE POSSIBLE JOB DUTIES FOR THE TEAMS TO CONSIDER

Total Budget: \$ _____

\$	Venue	\$	A/V Equipment Rental
\$	Entertainment	\$	B&G Equipment Rental
\$	Guest Speaker	\$	Decorations
\$	Travel & Lodging	\$	T-Shirts (etc.)
\$	Food	\$	
\$	Printing	\$	
\$	Office Supplies	\$	
\$	Advertising	\$	
\$	Gifts or Keepsakes	\$	

List what you think you may use and adjust later, but at least you will have a starting point.

Revenue:

- Decide on admission cost (child vs. adult): _____
- List items to be underwritten and possible sources
- Create a sponsorship amount/levels

Venue:

- Check date for any conflicts & have an alternative
- Visit area & take photos to show the group for future planning
- RESEARCH—find out if you need permits, licenses, insurance, security, etc.
- Request a quote and go over any contracts

Entertainment (Speaker/Special Guest):

- Have a list of potential VIPs, honorees, chairmen, celebrities to invite
- Research guest and their accomplishments
- Research travel accommodations and needs *(they may only charge \$500 for the event, but that may not include their travel expenses, i.e. food, hotel, flight, car rental, security)*

6 to 12 Months: Planning

Entertainment (other):

- Decide will there be music (live or CD)
- Will you use a DJ
- Will there be dancing

Marketing/Communication

- Will you need to advertise (news request)
- Will you need a logo (project request)
- If a larger event: consider sponsors, radio spots, locations for fliers

Additional Considerations

- Bad weather
- Catering
- Security
- Traffic control
- Valet parking
- Equipment techs
- Permission slips (if under 18)
- Insurance
- Transportation needs (if off-site)

3 to 6 Months: Preparing

Now is the time to begin monthly team meeting: (list dates below)

1. _____
2. _____
3. _____
4. _____

ACTIONS PLANS: (SEE JOB ASSIGNMENT FORM PAGES 11 & 12)

Revenue

- Finalize mailing lists to soliciting for major donors
- Write & send requests for funding or underwriting to major donors
- Request logos from corporate sponsors for printing
- Monitor ticket sales

Entertainment

- Sign contracts with entertainment (DJ, Speaker, musicians, etc.)
- Gifts/Appreciation for guests
- Finalize travel, transportations, lodging, etc.
- **AV request forms (consider sound checks, rehearsals, etc.)**

Marketing/Communication

- Order posters, tickets, invitations, etc.
- Post fliers and/or posters & make sure your event is online
- Do recording for news, radios or TV
- Consider posting event on Facebook, Twitter, etc.
- **Project Request & News Request form**

Other Items

- Secure catering for the event and/or entertainment
 - Seated dinner, buffet, or potluck
- Order gift items for volunteers or guest
- Sign all contracts (entertainment, food, facility, transportation, etc)
- Recruit volunteers

1 to 2 Months: Finalizing

Team

- Finalize all plans
- Hold walk-through of the event (include AV if needed)
- Review and finalize budget, task sheet, timeline
- If including any other ministries, meet with them to go over their part

Volunteer

- Solicit volunteers
- Create volunteer job duties with descriptions
- Assign jobs captains for day of
- Obtain background check form if needed
- Schedule a mandatory volunteer meeting; two if there is time (building & grounds request)

Decorations

- Obtain decorations for events
- Schedule a date to setup (Building & Grounds Request)
- Get name badges for volunteers, guests, staff, etc.

Venue

- Confirm room assignments

Entertainment

- Review your AV requests for any changes
- Reconfirm entertainments
- Reconfirm accommodations (if needed)
 - send accommodations to guest

Marketing/Communication

- Revisit advertisement for any changes
- Mail out reminders to guests

Food

- Get count for food
- Have estimate (include plates, napkins, flatware, cups)
- Will you need warmers

1 Month: Review & Confirm

Team

- **SUBMIT NEEDED CHECK REQUESTS**
- Confirm staff for registration
- Review timeline for any needed changes
- Review all requests for: Building & Grounds, AV & News
 - ***If any changes need to be made EMAIL department directly***
- Confirm setup and breakdown times for the event
- Create a booklet/binder with all information for team leaders
- Have an arrival time for the date of the event (plan earlier than expected)
- Reconfirm all areas
 - Food
 - Entertainment
 - Advertisement
 - Music
 - Video (if needed)

Venue

- Make a blue print of the layout
- Confirm security placement (if needed)
- Confirm equipment delivery/pick up
- Work with other leaders to establish check-in, volunteer check-in, etc.

Food

- Get final count for food
- Assign seats (if needed)
- Will you want breakfast/coffee for the volunteers & staff (early events)

Volunteer

- Continue soliciting volunteers
- Review job duties with descriptions
- Meet with job captains
- Meet with entire volunteer group
- Will you have a packet for the volunteers
- Decide if you will do a survey of the event; have one ready for the day of

Week of Event: Execution

Team

- Meet with entire team to discuss any details
- Go over final timeline
- Confirm all check requests are completed
- Walk-through event from start to finish (sound check)
- Request 2-way radios if needed
- Final review of all requests for: Building & Grounds, AV & News
 - ***If any changes need to be made VERBALLY TELL department directly***
- Meet with volunteers (the day before if possible)
- Check all the equipment that was brought to the venue (make a check list)
- Set up all decorations (day prior)
- Make a “Day Of” Check list before the day of

Volunteer

- Confirm number of volunteers
- Hold training (if needed)
- Have 2-3 volunteer to be for emergencies
- Printout volunteer assignment for the day of
- Check with volunteers to make sure all tasks are covered
- Get your survey printed (if needed)

Entertainment

- Check with speaker for any printouts needs
- Make copies of CD's (make 2-3 for backup)
- Reconfirm accommodations (if needed)
- Reconfirm sound check or rehearsal

After the Event: Wrap-Up

Team

- Meet with the team to go over the event
- Complete the **Lessons Learned Worksheet** (page 13)
- Discuss:
 - What went well
 - What went wrong
 - Any comments made
 - Where there any problems or emergencies
- Consider doing a survey from your volunteers or participants
 - www.surveymonkey.com
- Do a survey of your ministry partners or give feedback
 - Ask the same of them
- Do a write of the event; include preparations made before, contact information of who worked on the event, meeting dates or schedule, etc. (to use for planning in the future)

Job Assignment & Update Worksheet

(This form can be used for the initial group meeting and for sub-group meetings; tasks can be assigned based on needs)

Event Name: _____

Date: _____ Time: _____

Team Leader: _____

Email: _____ Phone: _____

Budget: \$ _____

TASK	Person responsible for completion	1st Report Due Meeting Date:	2nd Report Due Meeting Date:	Final Report Due Meeting Date:
<p>Marketing & Promotions (6 months prior to event)</p> <p>Signage (inside/outside) Fliers/Postcards Email Blast Banners (standing/table) Online registration Press Release FWBC News Bulletin Online Announcements Radio TV Facebook (all ministries)</p>				
<p>Volunteers</p> <p>Will this event require volunteers? How many? In what capacity will they serve (duties/description)? Volunteer sign up form (when and how will it be distributed?) Volunteer booklet Deadline to sign up to volunteer? When will volunteer meetings be held? When should volunteers arrive? Will volunteers wear name tags? Will volunteers receive t-shirts or require special uniform? Do they have to pay for their own t-shirts? Uniforms?</p>				

Food/Catering Breakfast (menu) Lunch (menu) Dinner (menu) Snack (menu) Caterer Information: Business Name: Address: Phone Number: Delivery Date: Delivery Time: Vendor Contract signed				
Decorations Colors: Theme: Rental required? Items to be rented? Rental Company: (address, phone & website)				
Will this event require speakers/workshop leaders? Guest Speakers/Performers/Entertainment Type of entertainment: Band/DJ/Comedian/speaker/workshop leader/facilitator Honorarium (request check) Length of speech/performance Secure Speaker: send letter date Topic/type of music/comedy-consider audience and occasion: Follow up with speaker/confirmation Travel arrangements (air/ground to from hotel to and from event site) Detailed travel itinerary Arrival/Ground transportation (who is responsible pick up drop off/is there a back up person) Hotel stay Any Special needs (dietary, equipment (a/v), printing etc. rider) Biography Picture Video/SoundBits for advertisement Armor Bearers for speakers (name phone email) Will guest sell books or other products? Shipping, cost, etc. Welcome package/basket.				

Lessons Learned Worksheet

Event Name:
Prepared By:
Date:

The purpose of this document is to help the project team share knowledge gained from the experience so that the entire organization may benefit. Be positive, do not place blame, and focus on the successes as well as setbacks. Indicate which strategies contributed to success; and then indicate which improvement strategies would have the greatest impact.

PROJECT DESCRIPTION	LESSON LEARNED