

New Event/Ministry Planning Guide



Please complete the following guide and return it to the Power House Office.

The staff will review the guide and contact you if there are further questions, or to help you with the next steps.

a. Brief Description of the ministry/event being proposed:

b. Focusing Question: How does this event help support the mantra Of TTP?
Which principle or principles are most relevant to this idea?

Those principles are:

- ❖ *Trusting* – Being known by God and knowing Him is the heart of our spiritual life. Trust is the core of our relationship.
- ❖ *Together*- Isolation is not God’s way for us. It enriches everyone to be surrounded by others who are exploring the way of Jesus.
- ❖ *Pointing to Jesus*- We are blessed to share the hope of God with others because deep down we all seek a life of meaning.

c. Is there a particular group or demographic that has a special stake in the event such as youth, business leaders, senior citizens, divorcees or parents? Who, and why?

d. What is the timeline for this event? Are the stages to be completed to reach the ultimate goal? For most projects, planning should be at least six months and in many cases a year ahead of time.

e. What are the ways to evaluate the event’s success? Measurable event objectives could include attendance, the amount of money raised, and the number of newcomers attracted.

f. Under what ministry area (Christian Ed., Evangelism, Outreach, etc.) will this event be held, for accountability and support?

g. If it is applicable, have you talked to other churches that have successfully staged similar events? If so, what did you learn?

h. Create a budget—The budget should be specific, and include revenue opportunities (free will offering, included in church budget, etc.) as well as expenses (printing, food, supplies, and cleanup). If the budget is significant, it will impact the timing of the event. It may be that the event needs a budget that is not available in the current year but could be added in next year’s plans.

i. Consider logistics

With many activities going on in the church, there are many details to be checked. What is size of space or building needed, utility support needed, setup (tables and chairs, tents, TV’s, signage, special equipment) coordination, and cleanup. Are there other events close to this one in time? Is your proposed timing aligning to other events within the church calendar?

j. Plan publicity – To successfully communicate your idea, you need to consider whether you are trying to inform, educate, entertain, or offer a new experience? Are you intending to increase awareness or attendance of the event? Brainstorm all the available media including marquees, worship slides, newsletter, newspapers, radio, and commercials for TV, etc. Make a detailed list.

k. Evaluate the event

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general criteria include:

- a. Did the event fulfill its goals and objectives? Why or why not?
- b. Identify what worked and what needs fine-tuning. Which vendors should be used again?
- c. What items were missing on the checklist?
- d. Was the event well attended?
- e. Was informal and formal feedback about the event positive?
- f. Given all that went into staging, was it worth doing?
- g. **How did this event help further the mantra of The Turning Pointe?**

Submitted by _____

Date _____

Staff Approval _____

Date _____

Forwarded to : _____ (Ministry Team and Date)

Check List

- _____ Recruit members for your planning team.
- _____ Recognize, invite, and communicate with the ministry area responsible for the event (Missions, Evangelism, Christian Education, etc.)
- _____ Select a convener, develop a master plan and set the event date.
- _____ Clear event dates with Church calendar.
- _____ Could the event impact worship services in any way? If so contact the Pastoral staff.
- _____ Select leaders for teams such as refreshments, money collectors, setup and cleanup, tour guides, traffic and safety, volunteers, speakers, and invitations.
- _____ Organize volunteers for each team.
- _____ Formulate a publicity plan. Decide when/how media should be contacted. Be sure to alert the media of photo and interview opportunities.
- _____ Prepare copy for program and printed materials.
- _____ Hold a “tie down” meeting the day before the event. Distribute a schedule of events to each team member. Discuss assignments. Answer any questions.
- _____ Set up several registration tables. Distribute a program as guests arrive, so they know what to expect.
- _____ Take photos and/or video of the event.
- _____ After the event, mail the printed program with an appropriate letter to “significant others” who were unable to attend.
- _____ Remember to thank everyone who participated. Send photos if possible.
- _____ Conduct an evaluation.