

Planning & Implementing Successful Ministry Events Handout

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Description

Planning and implementing events is a core responsibility for ministry leaders as they endeavor to serve God and minister to His people. This workshop will focus on the process of visioning, planning and implementing successful ministry events. We will explore strategies to build event teams and methods of promoting our events for maximum success. Resources will be given to help the planning process flow smoothly.

Introduction: Purpose of Ministry Events

- 1 - Building a sense of community, fostering relational connections as well as teaching and training the people in our congregation is pivotal in effectively impacting lives with the Gospel of Jesus Christ.
- 2 - We use ministry events strategically in order to create a venue where we speak into the lives of people so we can build them up and equip them to live out the call of God on their lives.
- 3 - It is vital that we recognize that we do not plan and implement ministry events just to have successful events. Events are tools that we use to effectively minister to the people that God is entrusting to our care.

The Visioning Process for Effective Events

- 1 - The first step is receiving and developing a vision for the event. That vision can come in a variety of ways.
- 2 - Because we want to be strategic about the events that we offer it is important that we take steps to confirm the validity and viability of the vision.
 - A - Spend time in prayer to determine if this is really a direction the Lord wants you to take.
 - B - Determine how this event will fit into the overall vision and mission of your ministry.
 - C - Identify the audience and the overall goals for the event.
 - D - If you have a leadership team that is working with you, bring it to your team and get their feedback and ideas.
 - E - Develop an overview of the event, including the purpose and goals, to present to the pastor for approval.

Planning for Effective Events

- 1 - Events can take anywhere from two months to 6 months or more to plan and implement. Be sure to give yourself enough preparation time.

Develop the Framework for the Event

- 1 - Select a date that works with the rest of the church calendar and reserve it through your church office.
- 2 - Identify the location and reserve the facility.
- 3 - Select a theme for the event.
 - A - A theme helps set the overall atmosphere and establish a brand for the event.
 - B - The theme helps determine the details of the event like, decorations, activities, foods, music, etc.

Building, Equipping and Mobilizing an Event Team

- 1 - If you work with a ministry team on an ongoing basis, you probably already have an event team in place. If not, you will need to identify the skills you need for a successful event and contact the appropriate people to participate.

Characteristics of Effective Event Teams

- 1 - When you are building a team to plan and implement effective ministry events there are specific people characteristics you need to include on the team.
- 2 - **Someone who is *Highly Organized*:** You need at least one team member who is highly organized.
 - A - This person will be tuned in to the overall details of the event and monitor the many tasks and people involved in the process.
 - B - You may want to put this person in charge of the to-do list and the project plan.
- 3 - **Someone who is *Relational*:** You want someone who is outgoing, understanding, engaging and a good conversationalist who can be one of the first faces outside people encounter.
 - A - I make sure that the ladies on our registration team are highly relational and work well with people.
 - B - They help the ladies coming to our events feel comfortable, informed and welcomed.
- 4 - **Someone who *Communicates Well*:** This is someone who is able to communicate ideas clearly and concisely in ways that are engaging and compelling.
 - A - This person can help in a variety of ways:
 - 1 - Keeping the line of communication open and flowing for the event team.
 - 2 - Helping to create marketing materials.
 - 3 - Continually casting the vision of the event for team members and for potential attendees.
 - 4 - Writing thank you notes for all team members, guest speakers, etc.
- 5 - **Someone who is *Creative*:** This is someone who can take an idea, make it come alive and cause it to sparkle!
 - A - This person can help with a variety of things from decorations to games and activities to substantive presentations.
- 6 - **Someone who can *Multitask*:** Someone who can manage multiple tasks without being overwhelmed.
 - A - This person is vital in almost every area of the process.

- B - They can hold multiple ideas and tasks in their mind and on their calendar without becoming overwhelmed or dropping the ball.

Equipping and Mobilizing Your Event Team

- 1 - Meet with the team to share the vision for the event and get their buy-in.
 - A - Are they enthusiastic about the vision, purpose and goals of the event?
 - B - Get feedback and input from them. Allowing team members to have a voice throughout the planning and implementation of the event will give them a sense of ownership and solidify their commitment to the event.
 - C - Create a contact sheet with contact information for everyone and share it among the team.
 - D - Schedule planning meetings and share the calendar with every member of the team.
 - E - Urge them to hold the event up in prayer as you work together to make it a reality.
- 2 - Establish and identify Event Coordinators.
 - A - These are the people who are the problem solvers and decision makers.
 - B - They provide oversight for the event as a whole.
- 3 - Identify the main components of the event, create subcommittees for each area and assign a Chairperson for each subcommittee.
 - A - Each subcommittee will need to identify and recruit the volunteers they need to successfully complete their tasks.
 - B - Each subcommittee should identify the resources they need and provide a budget to the Event Coordinators.
- 4 - Develop ways to communicate clearly and concisely.
 - A - A clear chain of command is important to establish clear lines of communication.
 - B - Be sure to name the coordinators so that everyone will know who to contact with questions and updates, and who can make decisions.
 - C - The Women's Ministry Team I work with has been using tools such as emails, texts and telephone calls to facilitate communication. We have also started to use Google Drive and Drop Box as online tools to help with communication.
- 5 - Create an Event Project Plan that provides a clear overview of the event.
 - A - It may be helpful to include deadline dates for the assigned tasks.
 - B - Share the Event Project Plan with all involved.
 - C - See attachment to handout

Elements of Planning a Successful Event

- 1 - Work with your Event Team to flesh out the overall plan for the event.
 - A - At this stage I try to allow each subcommittee to craft a plan for their area of activity.
 - B - I ensure that everyone understands the vision and goals of the event.
 - C - I provide some direction, but my role is to provide oversight and help in problem solving as they work out the details of their area.
- 2 - Develop the format, identify the content, and create a preliminary agenda for the event.

- A - Do you need a speaker or multiple speakers? If so, will it be people from your own church or you will need to look to engage outside speakers?
 - B - Will there be worship during the event? Do you have an existing worship team (singers, musicians, audio/visual workers) to call upon or do you need to build one?
 - C - Will you have other performers? (Be sure to contact them early enough so they can add your event to their calendars)
 - 1 - Praise Dancers
 - 2 - Drama Team
 - 3 - Spoken Word
 - 4 - Soloists
 - D - Will you have workshops planned for the event?
 - 1 - What topics would be most meaningful?
 - 2 - Who will lead the workshops?
 - 3 - Where will each workshop be located?
 - 4 - How much time will each workshop need?
 - E - Will you have some sort of craft activity? Who will lead it? What supplies will they need?
 - F - Do you want to include ice breakers or games? Again, who will lead it and what supplies will they need? You may want to purchase gifts for the winners.
 - G - Will you have raffle prizes or awards? Who will purchase and wrap the gifts? Do you need numbered raffle tickets?
- 3 - Planning for a meal is a very important part of the event planning process. Often, food is the highlight of our events.
- A - Will you want to have the event catered? Will food be prepared by church volunteers?
 - 1 - If the event is catered you need to include the catering cost in the budget.
 - 2 - Plan the menu. This is dependent upon the nature of the event.
 - 3 - How will the food be served? Often our Men's Ministry will help in serving at some of our larger Women's Events.
 - 4 - Always prepare for more than your preliminary head count.
- 4 - Take time to plan the set up for each event and communicate the details with the head of the facilities person at your church.
- A - How many tables and chairs will you need for attendees? How do you want them arranged?
 - B - Will you need audio/visual technicians to run sound and overhead equipment?
 - C - How will the food committee set up the food so that people receive their food efficiently?
 - 1 - Will it be buffet style? How will the tables be arranged so that people can move freely and quickly to get their meals?
 - 2 - Are you having servers? How many do you need? Who will plate the food? How will the food stations be arranged?
 - 3 - What about beverages? It can be helpful to have a beverage station for coffee, tea, water and juices. Will water be provided for each table?

- 5 - The decorations for the event set the stage and create the atmosphere for the event. The time, effort and expense are well worth it as they help create the sparkle and let attendees know that you value them enough to work hard for their enjoyment.
 - A - The decorations should align with the theme of the event. The decorations take the concept and turn it into a visual for everyone to see.
 - 1 - What will the color scheme be?
 - 2 - Will you need centerpieces?
 - 3 - Do you want decorations for the platform?
 - 4 - Would you like to have visuals located around the facility?
 - B - What decorative resources are needed?

Budgeting for Your Event

- 1 - There are always costs associated with events, even small ones. Budgeting for your event is of primary importance.
 - A - You must identify the costs and determine where the money to pay for those expenses will come from.
- 2 - Compile the resource list and preliminary budgets provided by the Chairpersons of the committees to help build your budget.
- 3 - Establish a Budget
 - A - What are the expected costs?
 - 1 - Facility rental (if necessary)
 - 2 - Speaker, along with travel & accommodations
 - 3 - Marketing materials
 - 4 - Decorations
 - 5 - Food
 - 6 - Entertainment
 - 7 - Equipment Rental
 - 8 - Supplies
 - 9 - Raffle gifts
 - B - How will you cover the expenses?
 - 1 - From your existing budget.
 - 2 - From fundraising efforts.
 - 3 - From a fee to attend the event.
 - 4 - A combination of the above.
 - C- Always allow for unexpected expenses.

Marketing Your Event

- 1 - Develop a marketing plan to advertise and promote your event. There is nothing more discouraging than to have spent a great deal of time and effort to plan an event and then have hardly any attendance. Your attendance will only be as high as your ability to get the word out.
 - A - Is the event primarily for church members or is it open to the community? This will determine the kind of advertising you will need.
 - B - Some marketing tools include:
 - 1 - Church Bulletins and Weekly Announcements
 - 2 - Flyers and posters
 - 3 - Invitations

- 4 - Word of Mouth
- 5 - Email announcements
- 6 - Social Media
- 7 - Church Website
- 8 - Public Service Announcements
- 9 - Radio or Newspaper announcements

Implementation Stages for Effective Events

- 1 - In order for the event to be meaningful for attendees we must pay particular attention during the implementation stage.
- 2 - How will the venue appear as attendees arrive?
 - A - Do you have registration tables set up?
 - B - Do you have ushers and greeters in place to welcome and assist your guests?
 - C - You may want to have someone watching to make sure that each guest is comfortable and has what she or he needs.
- 3 - Monitor the venue.
 - A - Make sure the temperature is comfortable.
 - B - Does someone need to restock or refresh the food or beverages?
 - C - Is everything running smoothly? Are there any safety concerns?
- 4 - Orchestrate the flow of the event.
 - A - We have two people responsible to Emcee each service. We also have people we identify as “runners” who can help convey messages and complete tasks that might arise.
 - B - Ensure that every performer has an Order of Service and knows where they are located in the service.
 - C - If this is a lunch or dinner, ensure that the food will be in place at the scheduled time. If not, adjust the Order of Service to accommodate the change in plans.
 - D - Expect there to be challenges that arise that need on the spot problem solving.
- 5 - When the event is over the clean-up crew will need to be ready to start their part.
 - A - Make sure that the team knows everything that has to be done.
 - B - Some events are easy, clean the kitchen and put tables away.
 - C - Some events are more complex and may need multiple teams.
 - 1 - Clear and pick up in the main sanctuary.
 - 2 - Clean up after the food in the foyer.
 - 3 - Clean the kitchen.

Post-Event

- 1 - This is a time to reflect, evaluate, and celebrate the event as you debrief the team.
- 2 - Meet as a team to evaluate the success of the event. You could make this in the form of a pizza party as a way of thanking them for all of their hard work.
 - A - What went well?
 - B - What could be improved?
 - C - What changes will you make if you offer this event again?
- 3 - Be sure to express your appreciation for all that they contributed to implement the event.