**Outreach Planning Packet**

**Planning Ahead**

**Event Planning Guide**

1. **Events**
2. We should always be aware of the next event on the calendar and use it to break our current growth barrier.
3. Next event: \_\_\_\_\_\_\_\_\_\_\_\_
4. **How to bring in the crowds (marketing)**
   1. Relational methods: invite cards, general mailers, social media
   2. Mass appeal: billboards, radio, TV, Movie Ads
   3. Pay for services: newspaper, mail blitz, phone blitz
5. **Get people involved**
   1. Four people will come to the event for every person that is involved in the event
   2. Promotion and preparation for events provides the key to success so start planning with your volunteer team.
6. **Getting the event ready**
   1. Who is in charge / who is helping?
   2. What must be done?
   3. Where will it happen?
   4. When will it take place?
   5. Why do we do it?
7. **Getting the people ready**
   1. Guests - present an excellent, welcoming environment.
   2. Congregation – get everyone excited and inviting
8. **Weekly Checklist**
   1. 12 wks plan: what, who, when, where, how
   2. 11 wks start contacting and recruiting everyone to be involved
   3. 10 wks begin rehearsals (children’s program, adult musical, etc.)
   4. 9 wks prepare videos, print registration materials, handouts and brochures
   5. 8 wks start training all the teams (first impression, follow up, nursery, outreach)
   6. 7 wks continue training (collect invite contacts from those involved)
   7. 6 wks with excitement ask for more volunteers
   8. 5 wks rehearsals and contacts continue
   9. 4 wks engage public marketing, contact media and give press-releases
   10. 3 wks start advertising with excitement (invite participant’s contacts)
   11. 2 wks go through everything with everyone involved during rehearsal

after church

* 1. 1 wk make sure everyone is ready, excited and inviting all their family

& friends.

* 1. 2 days before set up everything and do a run through.

**Notes:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The Event**

**Who:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Marketing**

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**Guest Invitations**

**Who:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**How:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Who:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Special Event/Series Planning Form**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Item Needed** | **Responsible Party** | **Lead Time** | **Quantity** | **Total Cost** | **Completed** | **Notes** |
| **Billboard** |  | 8 Weeks |  |  |  |  |
| **Snipe** |  | 5 Weeks |  |  |  |  |
| **Newspaper** |  | 5 Weeks |  |  |  |  |
| **Yard Sign** |  | 6 Weeks |  |  |  |  |
| **Move Ads** |  | 5 Weeks |  |  |  |  |
| **Drive Sign** |  | 3 Weeks |  |  |  |  |
| **Stand Alone Banner** |  | 2 Weeks |  |  |  |  |
| **Outdoor Banner** |  | 2 Weeks |  |  |  |  |
| **Backdrop Banner** |  | 2 Weeks |  |  |  |  |
| **Email** |  | 1 Week |  |  |  |  |
| **Facebook/ Twitter Page** |  | 4-1 Weeks |  |  |  |  |
| **Home Page** |  | 4-1 Weeks |  |  |  |  |
| **General Mailer** |  | 4 Weeks |  |  |  |  |
| **Invite Cards** |  | 3 Weeks |  |  |  |  |
| **Invite Mailer** |  | 3 Weeks |  |  |  |  |
| **Evite** |  | 2-1 Weeks |  |  |  |  |
| **Phone Calls** |  | 2-1 Weeks |  |  |  |  |
| **Bulletin** |  |  |  |  |  |  |
| **Graphic Sermon Slides** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Video Spotlight** |  |  |  |  |  |  |
| **Announcement Video** |  |  |  |  |  |  |
| **Slide Show** |  |  |  |  |  |  |
| **Drama** |  |  |  |  |  |  |
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| **Props** |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |
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