

# Church Event Planning Checklist to Ensure Success

## 6 Months Before the Date of the Event

\_\_\_ **Decide what the event will be.** Narrow down the overall theme of the event. Is it going to be an event where worshipping is the primary objective? Is the goal to raise money? Decide what it is early on so that it can be easier to decide what you need to make it a success.

\_\_\_ **Create and write down the goals** that you and your team have for the event. Outlining the goals and coming up with key performance metrics will allow you to cater the event to those specific goals, as well as see which areas of the event were a success and what you should improve on next time around.

\_\_\_ **Choose a date** and be sure that there aren't any conflicting events in the area that may cause attendance to be lower than you want.

\_\_\_ **Look for potential spots for hosting the event.** Hosting in your church or outside on the church grounds is a great way to cut overall expenses for the event. However, not every church is big enough to do so. If your church isn't big enough to handle the expected crowds, start looking at possible venues and checking costs.

\_\_\_ **Start calling around for cost estimates and develop a budget based on this information.** Make a list of all the equipment you'll need, as well as any other details that will require working with third-party vendors (like food, seating, tents, etc.). Then, create a budget based on this. Decide what is too expensive and what can potentially be cut, understanding that your budget is an estimate, and you'll likely either go over it or under it.

\_\_\_ **Create an event committee** made up of passionate people who are willing to put in the work to make the event a success. Each member should be in charge of a certain area (like marketing, financials, etc.). However, there should be an understanding that everyone will chip in with any task that is needed.

\_\_\_ **Identify and contact speakers** to ensure they are available, as well as to see how much they charge for a speaking engagement.

\_\_\_ **Create a plan for marketing and publicity around the event.** Figure out what the best way is to reach the most people, such as announcing the event at services, through email, or your church management software.

## 4 Months Before the Event

\_\_\_ **Start planning the event itinerary**, being as detailed as you can so that when people ask about what the event will entail, you can give them solid answers.

\_\_\_ **Gather information on the speakers** that will be attending (if there are any) and start developing promotional materials to highlight why they are experts in the subject they are speaking on and why it's worth coming to hear what they have to say.

\_\_\_ **Start rolling out your marketing and publicity plan** based on your itinerary and the information provided by any speakers that are attending. This can include but is certainly not limited to the following:

- A Facebook page with a detailed description of the event and information on how to acquire tickets if necessary.
- A YouTube video that can be shared on other social platforms and through email that talks about the event.
- Posters to hang-up around the community.
- Registering the event on online event calendars to ensure as many people see it as possible.

\_\_\_ **Start planning the logistics** of getting equipment to your venue and figuring out what needs to be prepared beforehand, such as restrooms capacity, wheelchair accessibility, permits and licenses, insurance, A/V equipment, parking, and signage.

## 1-2 Months Before the Event

\_\_\_ **Reach out to speakers** to confirm travel and accommodation details, as well as any materials or presentations they'll be using.

\_\_\_ **Send out a reminder** to those who have already signed up to make sure they have the date and time marked down in their calendar

\_\_\_ **Continue to follow through on promotional and marketing plans.** While, for the most part, you'll likely have a good amount of attendees at this point, the last month is a great chance to keep promoting your event to get anyone to buy a ticket or commit to coming who still hasn't decided.

\_\_\_ **Finalize and proofread any printed materials** that will be used at the event. Yes, typos happen all the time, but that doesn't stop people from always pointing them out when they see them. Make sure that all the "i's" are dotted and the "t's" are crossed.

## 1 Week Before the Event

\_\_\_ **Meet-up with the rest of the committee and confirm all the details**, making sure that everything is where it should be (such as the arrival of seats, wheelchair ramps, A/V equipment, tents, catering, etc.).

\_\_\_ **Brief any volunteers** as to what their roles are so that they can show up ready to help when the day arrives.

\_\_\_ **Finalize the event script**. If you haven't already, now is the perfect time put to paper what the schedule of the event will be. Sharing that information with the attendees and any other event participants—like the speakers—is a good idea so that they know what they can expect when they arrive.

\_\_\_ **Do a final registration check**. If you're including name tags for event attendees, this is an important one. Finalize the list of attendees and create the nametags, double and triple-check.

## The Day Before the Event

\_\_\_ **Get all-hands on deck to help with setting everything up**. Setting everything up is perhaps a bigger part of a successful event than the event itself. If everything is set-up right and working correctly, then the event should go off without a hitch.

\_\_\_ **Make sure all A/V equipment is working properly**. Audio and video mishaps happen all the time during events. We've all been at an event that is momentarily delayed from an A/V issue. That being said, you'll mitigate the likelihood of it occurring at your event by checking beforehand that everything is working as it should be.

## The Day of the Event

\_\_\_ **Arrive early and do one last check** to ensure that everything is where it needs to be.

\_\_\_ **Check in with the committee members** to ensure that all of their tasks are handled and that everything is on track.

\_\_\_ **Offer warm welcomes to speakers and guests alike**.

\_\_\_ **Enjoy the event!!!!**