



EVENT PLANNING CHECKLIST

Name of Event:

Event/Activity

Date:

8 Weeks: Marketing Planning

Event Goals:

- Goal of Event: i.e.
 - Evangelism
 - Fundraiser
 - Ministry

- Develop an **Event Survey** for feedback.
- Create questions to measure success of the event.

Identify Target Audience

Ministry Network Strategies:

- Mt. Pleasant Ministries
 - Music
 - Hospitality
 - Security
 - Media
 - Youth
 - Deacon/Deaconess
 - Ministerial Staff
 - List all ministries that could assist.

- Kingdom Partners
 - What Churches and other non profits share the same mission?
 - Are there businesses within the church or community that could benefit from this activity?

Presentations/Presenters: (Create/Select)

- Guest Speakers
- Presentation Production
- Guest Choirs/Talent

Goal for Number of Attendees: _____ attendees

Reserve venue for the event date and time.

7 Weeks

Build Invitation Lists:

- Members
- Former Members
- Civic Groups
- Church
- Schools
- Door to Door
- Etc.

Budget:

- **REFERENCE: Event Budget Planning Template**
- Facility
- Audio Visual
- Food
- Supplies
- Promotional Items
- Flyers, Printing, Ink Paper
- Giveaways

6 Weeks

Submit Online **Campaign Builder** (mtpleasantch.org/campaign-builder)***

- Logo Design
- Bulletin Stuffers
- Invitation Design
- Letters (Reference: Sample Letters)
- Handouts
- Flyer
- Email
- Social Media

*****PRINTING NOTICE: ALL PRINTING COSTS COVERED BY MOUNT PLEASANT CHURCH. MINISTRIES MUST SUBMIT REQUESTS AND RECEIVE APPROVAL BEFORE PRINTING IS PROCESSED IN ORDER FOR REIMBURSEMENT OR PAYMENT.**

5 Weeks: Promo

Confirm and discuss roles and responsibilities with guest speakers and team members.

- If you are inviting a guest speaker, remind him or her that you will need an advance copy of his or her presentation for your compliance department.

PROMO

- If applicable, Submit press release to your local newspapers, or radio stations. Target your message to attract the right audience.
- Ask networks and contacts to spread the word.
 - Call contacts before mailing out invitations/flyers to build interested
 - A personalized invitation and phone call can have more impact and help you maintain more control over who comes to your event.

4 Weeks

- Submit Online **Special Event Media Request Form** (mtpleasantch.org/special-media-event-request)
- Mail out invitations
- Follow up printed invitations with an email blast to target audience
- Practice Production/Run of Show (When preparing, weave in content that will encourage salvation)
- Check Inventory & Order Materials, Supplies, Ink, Special Paper, Name Tags

3 Weeks

- Submit Online **Security Request Form** (mtpleasantch.org/security-request-form)
- Make follow-up calls to groups and try to get an approximate headcount of attendees through online tickets or registrations.
- Assemble packets, bags, etc.
- Include an **Event Survey**

2 Weeks

- Send out a confirmation e-mail to everyone to everyone who has responded affirmatively
- Make calls to those who have yet to respond, encouraging attendance.
- Confirm final arrangements with venue, including food, audio-visual and seating arrangements.
- Line up help for the day of the seminar to register attendees

1 Week

- Continue practicing delivery of presentation
- Conduct a dry run with guest speakers if possible or necessary
- Confirm RSVP's
- Finalize food and logistics
- Conduct facility walk-through: attendee's access to parking, restrooms, tables, etc.
- REFERENCE: Family Life Center Sample Layouts**

1-2 Days Before Event

- Create Name Tags for all attendees (if necessary)
- Finalize arrangements
- Send out final reminders
- Make sure we have enough copies of materials & handouts
- Print Sign-In Sheet
- Conduct a dry run with guest speakers

Event Day

- Arrive at Venue hour early to survey facility

After Event

- Review **Event Survey** evaluations
- Review Budget
 - Gather & File Receipts
- Debrief event results
 - “What went well?” evaluations
 - Next steps

Event Close

- Archive event files and documents

IMPORTANT EMAILS AND CONTACTS

INFO@MTPLEASANTCH.ORG

DESCRIPTION: Church administration email used for communications and receipt of public information. This general email can process requests forms and other information needs regarding church activities and membership.

MEDIA@MTPLEASANTCH.ORG

DESCRIPTION: Media Department, Social Media, and Special Requests email used for processing audio/visual/graphical requests made by ministries at Mt. Pleasant. This specific email can help to update and develop materials for activities, website, social media, and more.

Min. Jonathan Barlow - barlow@bankscompany.us

Min. Erica Hall - evangelistehall@gmail.com

Sis. Shatia Ford - frmt2u@yahoo.com

Sis. Renaye Ambrose Squires - renayear@ameritech.net

Bro. Theodore Benson - tvb1968@gmail.com

Sis. Dena Shelton - Dena.shelton@gmail.com

Sis. Ethel Morgan - elm8955@att.net

Sis. Maya Jetter - mayajetter@gmail.com