

*If you develop a good plan, and follow that plan, your chances for success increase.
Don't skip any steps. In the end you will be glad you did all you were supposed to do.
May God Bless you doing His work to His glory!*

THIS GUIDE IS DESIGNED TO ASSIST YOU in planning any type of event or activity at New Life. If you follow the suggestions in this guide, it is our hope that your event or activity will be successful. We thank you for your willingness to serve. The people of God at New Life are equipped with gifts for ministry. St. Paul tells us that we are the Body of Christ, and as we work together, we do God's work. We appreciate your leadership. Please read the Guide, complete the Template and forward to your designated S.A.L.T. Leader for all event or activity support you will need.

PUT THE EVENT ON THE CHURCH CALENDAR The calendar operates mostly on a first come, first serve basis. As soon as the timing of your event is firm – put it on the ACS calendar by signing in requesting the dates and any space needed. Coordinate with the Office as well.

When possible, begin your planning and return the completed Event Template to the appropriate office staff and always copy your designated S.A.L.T. Leader (Dr. Beasley or Michael Bryant) 60 days before your event.

MARKETING for your event should be carefully planned with lots of lead time. We have a gifted staff that will help you with your publicity to be sure that all printed material well represents New Life to the church and community. Please be sure to send a copy of any publicity and marketing materials you may have to your designated S.A.L.T. Leader, in addition to the Church Office staff who will assist you. A list of who to contact follows:

- **CHURCH BULLETIN** announcements should be drafted and sent to YaSheika Brisco ybrisco@newlife-atl.org at **least two weeks** before your event. **Copy Dr. Beasley or Michael Bryant**
- **FLYERS** - There are times we can prepare a flyer to promote the event. Please draft the flyer content and forward to YaSheika Brisco ybrisco@newlife-atl.org at **least two weeks** before your event. **Copy Dr. Beasley or Michael Bryant**
- **WEBSITE** – For some events, we can put the event on the church website and Face Book page. Please send YaSheika Brisco ybrisco@newlife-atl.org ‘who, what, when and where of your event and we will try to post it on the website and Face Book if requested. **Copy Dr. Beasley or Michael Bryant**
- **EMAIL, CALL OR TEXT** – If there are a limited number of participants for your event, you may also consider using ACS to send a broadcast email or mass texts to your group. Call the Church Office for more help.

COMING INTO THE BUILDING – New Life will take care of unlocking the building for your event. As you plan your event, take time to put yourself in the place of a first-time participant in a church activity and account for being on site early and having someone to greet the participants .

IF YOU NEED TO KNOW HOW MANY PEOPLE ARE COMING you may want to plan on using a sign-up sheet. The best way to do so is to prepare your marketing efforts and then have members of your Ministry Team staff a table in the lobby for two or three weeks prior to the event – inviting people to sign up to reserve their spot at the event. If there are funds involved, collecting money or selling tickets in advance is a good way to ensure participation. If funds are involved, be sure to review the information

below.

WHEN THE EVENT INVOLVES MONEY - When possible, expenses should be kept to a minimum and already included in the annual Ministry Budget of the Ministry Team. Prior planning will help be sure things run smoothly from an expense standpoint. Be sure to enter the details of your financial plan on the Event Planning Template. **There are two ways to spend budgeted and approved ministry funds: you can use a Check Request Form for a check to a particular vendor or use a purchase Order Form and the church credit card to make a purchase from that vendor.** Detailed instructions and forms are available on the website or by contacting your designated S.A.L.T. Leader. Either type of Financial Request (check or credit card) – will work best with a minimum two week advanced notice. In the case when you will be charging people for an event to cover the costs, we recommend collecting monies, turning them into the church, and having one check written from the church to cover the expenses. When selling tickets, please make checks payable to New Life Church, but cash is acceptable. To protect yourself, two people should be involved in handling all cash. *All money must go across the church's books, don't pay any bills with the cash received.* Talk with the Finance Department to learn detailed procedures for handling cash.

EVENT PLANNING TEMPLATE – *complete & return it to the Church Office. Send to YaSheika Brisco ybrisco@newlife-atl.org and Nashawna Grant ngrant@newlife-atl.org copy your S.A.L.T. Leader Dr Beasley or Michael Bryant.* Please use additional pages if needed – and attach any information that is a part of your planning. **This Template will help you with set up, AV needs, and other logistic needs.**

Ministry Name: _____ Today's Date: _____

Ministry Leader Name: _____ Phone Number: _____

Name of the Event: _____ Date of Event: _____

- 1.) **BRIEFLY DESCRIBE** the event – what is the purpose? Who are you reaching? What do you hope to do?
- 2.) **CALENDAR** - Enter the event in ACS on the Church calendar – try to do so 60 days in advance of the event. Be sure to describe special set up and AV equipment needs in your ACS request. Please attach a detailed outline of any special logistic needs to this Template.
- 3.) **FINANCE** – what will the costs be and how will you pay them? List your expenses below, along with the vendor you plan to use, estimated cost and how the expenses will be paid:

<u>Expected Expenses</u>	<u>Vendor</u>	<u>Estimated Amount</u>	<u>Pay by Check or Credit Card</u>
ex: Books	Lifeway Christian Store (10 books @ \$7 each)	\$70	Credit Card

- 4.) **PUBLICITY** – how will you publicize the event? Check the Publicity Strategies you will use and **attach a draft copy of the material you want to use** in your publicity plan.
 - BULLETIN ANNOUNCEMENT** – *attach the draft.* **Desired bulletin dates:** _____
 - FLYER** – *attach draft material for the flyer.* **Desired flyer date / quantity:** _____ / _____
 - WEBSITE** – *discuss with office & attach details.* **Desired web dates:** _____
 - ONLINE REGISTRATION** – *discuss with office & attach details.* **Desired dates:** _____
 - PHONE CALLS** – *attach script & calling list.* **Desired call dates:** _____
 - EMAIL OR TEXT** – *discuss with office & attach draft.* **Desired dates:** _____

Attach copies of any outside literature or other material that will be distributed at the event.

Meetings\Events Logistics Checklist

<i>Event Name:</i>					
<i>Date:</i>		<i>Set-up time:</i>		<i>Event/Meeting time:</i>	
<i>Purpose:</i>					
<i>Format:</i>	[ministry meeting, workshop, conference, etc.]		<i>#of participants:</i>		
<i>Set-up Instructions:</i>	[layout of chairs and tables, podium and stage, A/V, displays, catering, etc.] Please attach diagram if applicable				

<i>Items</i>	<i>Notes (e.g. quantity, type, instructions)</i>
Registration	
Table & chairs	
Nametags	
Pens	
Participant Seating	
Tables	[include table preference conference, banquet or round]
Chairs	
Presentation	
Podium	
LCD Projector	
LCD Television	
Projector Screen	
Laptop	
TV/DVD Player	
Clicker	
Microphone	Please specify quantity & type (hand held, lapel, wireless)
Extension cord / power bar	
Clipboards	
Facilitator Materials	
Pens	
Dry Erase Markers	
Flipcharts	
Easels	
Other	