

[Church Name]

Church Event Planning Checklist

Event Goal

It's always helpful to understand what the goal of an event is. Here are some questions you need to ask:

- Is this event to provide fellowship? Yes No
- Is it a community outreach? Yes No
- Is it a fundraiser to raise money for a cause? Yes No

Depending on the event goal, the planning can vary. Make sure your planning team understands the why behind the event.

Event Budget

It's critical that before planning for any church event should always begin with an event budget. Here are some questions you need to ask:

- Do you understand how much money is available to support the event? Yes No
- Will there be any money raised at the event? Yes No
- Is this event strictly an opportunity to give back to the congregation or community?
 Yes No
- Did you include marketing materials, decorations, food, entertainment, equipment rental and supplies in your event budget? Yes No

Church Event Theme

Every event should have an identified theme that helps determine all other supporting aspects of the happening. Here is a question you need to ask:

- Do you have a theme (Example: Mexican theme dictates the kind of food, decorations, music and atmosphere) to help create the atmosphere? Yes No

Church Event Marketing

Attendance for events is only as high as the church's ability to get the word out or advertise for the event. Here are some questions you need to ask:

- Did you create a marketing plan to ensure people are aware of the event? Yes No
- Is the event solely for the church or is open to the community? Yes No
- Are you posting the event on the church website? Yes No
- Are you posting the event on the church bulletin? Yes No
- Are you announcing the event at church services and/or brochures? Yes No
- Are you planning to advertise on local radio or television? Yes No
- Who is the target audience for the event? Yes No

Event Activities

Activities are the fun part of every church event and they provide the guests with things to do. Here are some questions you need to ask:

- Are you planning to have games for the event? Yes No
- Do you have the supplies you need for the activities? Yes No
- Do you have instructions for the activities? Yes No
- Do you have prizes? How will they be awarded? Yes No

Event Food Planning

The food is often the highlight of the event so taking the time to plan and prepare great food can help create a very memorable experience for the guests. Here are some questions to ask:

- Are you going to cater the food? Yes No
- Do you have church volunteers preparing the food? Yes No
- What is on the menu? Yes No
- Does the menu support the event theme? Yes No
- Do you have adequate paper goods? Yes No

Event Set Up and Tear Down

Do you ever wonder about the invisible army that provides electric, sets up tents, tables, signage, trash cans, etc. at these events? A lot of time the group that shows up after the fact, takes it all down and cleans up the mess. Here are some questions you need to ask:

- Do you have a well-organized group to set up and tear down the event? Yes No
- Do have a backup in the event some does not show up? Yes No

Event Decorating

To help create a fun atmosphere and reinforce your event theme you need decorations. Here are some questions you need to ask:

- Do you have a team that can be creative and dress up the event? Yes No
- Did your decorations reinforce your event theme? Yes No
- Did you have the event decorations approved first? Yes No

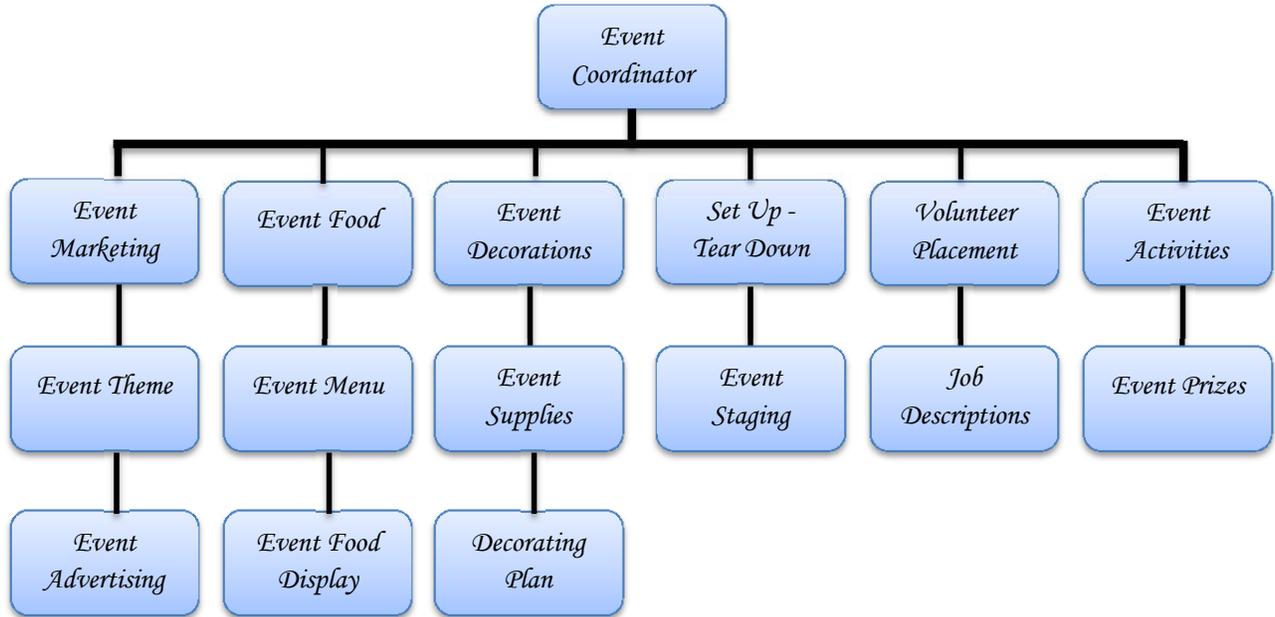
Event Job Duties

Events require people to pull them off so it's important to have someone assigned to identify what jobs needs to be done. Here are some questions you need to ask:

- Did you assign people to each job? Yes No
- Did you create a chain-of-command/identify leadership over each area? Yes No
- Are these people volunteers? Yes No
- Do you have detailed job descriptions and training for each volunteer? Yes No

Event Organizational Chart

Most people would prefer visuals so organizational charts are needed. They clearly show who has responsibility for what and in what order. Chain-of-command is less about who is on the top of the rung as it is who can make decisions and can help facilitate a smooth process. Here is an example event organizational chart:



Church events are a lot of fun and can provide great fellowship for a congregation and community. Having a structured church event planning process can help streamline the planning and ensure that no details get forgotten.