

MINISTRY ACTION PLAN

The objective of a **Ministry Action Plan (MAP)** is to help the ministries of our church plan activities prior to committing actual resources (time, talent, treasure) to them. We must be a church that does ministry with **excellence!** We also want to make sure that we are doing smart ministry. In other words, if we are going to spend time, talent, energy, and money on a ministry event/activity/program, we expect that it will be beneficial to helping us fulfill our mission as a Church.

We expect when the planning of special events/programs in advance and coordinating with different ministries occurs early in the process, we will be better equipped to create an event that will exude excellence and be pleasing in the sight of God. Making your **MAP** early in your preparation will help ensure a successful event/program, one that God would be proud of.

THE MAP Checklist should be used for planning all special events. **A Special event** could be a one-time or may even be an annual event focused on a specific purpose. Special events include retreats, conferences, anniversary celebrations, and other significant occasions in the life of Harmony and its ministries. These special events are different from an individual ministry's regularly scheduled monthly meetings. **FOR ADVANCE PLANNING, MINISTRY LEADERS ARE EXPECTED TO MEET WITH PASTOR OR HIS DESIGNATED STAFF PERSON AT LEAST 90 DAYS BEFORE THE EVENT.**

The Vision for Your Event

Every event must have a **vision statement**. This statement must tie in with the Mission of the Harmony Missionary Baptist Church.

Approval of your Event

It is important to note that all meetings and events are subject to approval by the Pastor or his designated staff person. When you submit your forms, your request will be reviewed initially by the Pastor's designated staff member to determine if further approval may be necessary. Some examples of when further approval will be needed include:

- Any Church-wide ministry event
- Any fundraiser that will result in funds being raised for the church or any group in the church or for any organization outside of the Church.
- Any event or meeting which involves Guest Speakers or artists **(Must Be Approved By Pastor before Invitation is extended)**.
- Any event that will require extensive use of the church facilities or equipment.

If it is determined that your event or meeting is not approved by the Pastor or designated staff person, you will be promptly contacted and asked for additional information regarding your event or meeting before approval is granted. Some reasons why an event or meeting may not be approved include:

- A conflict with a previously scheduled event
- Inconsistency with Harmony's policies and procedures for appropriate use of the church.
- Inconsistency with the ministry statement of the Church.
- Failure to coordinate the event with the appropriate Church staff member or ministry team, i.e. a church-wide event would be coordinated with the Pastor and his designated staff person.

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The MAP in a Nutshell

1. Develop Strategies for Success

- Make sure the purpose for the special event is important enough to merit the time and expense needed to properly stage, publicize and evaluate the event.
- Ensure that the event is in line with fulfilling the mission and vision of the church.
- Ensure that the pastor (or ministry leader) fully supports the special event.
- Select a working committee with broad representation (seniors, middle adults, young adults, teens, males, females, leaders, laypersons).
- Develop ways to evaluate the event's success.
 - Attendance
 - The amount of money raised
 - The response to evangelistic thrust

2. Create a Budget

The objective is to provide event planners with a financial blueprint. The budget should be specific, and include expenses (speakers, food, supplies) as well as revenue opportunities (sponsorship, ticket sales, donations, concession sales). *This should be done prior to setting or advertising a ticket price.*

3. Consider Logistics

With various activities going on simultaneously at the Church, there are many details to be checked. Major areas to consider and plan include: size of space, building use, setup coordination, cleanup, emergency plans, transportation, and public services.

4. Plan Publicity

Promoting a special event takes creative thinking balanced with practicality. Brainstorm all the available media including marquees, bulletin boards, church announcements, etc. The primary objective is to publicize the event, but secondary objectives should be considered.

- Are you trying to educate, entertain, or minister to those in attendance?
- Build a base support from a specific audience?
- Facilitate good community relations?

5. Evaluate the Event

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general evaluative questions might include:

- Did the event fulfill its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors should be used again?
- Was the event well attended? Was informal and formal feedback about the event positive?
- Given all that went into staging, was it worth doing?
- "Finally, it is important to remember to celebrate your successes and to thank all those who contributed. *

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Ministry Name:

Name of Event:

Tentative Date of Event:

Tentative Event Chairperson:

What is the purpose of the event?

Who is the targeted audience for the event?

What needs if any, will the event seek to meet?

How will the event meet those needs?

A copy of this form was given to the Pastor's designated staff person on_____.

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Name of Event: _____

Date of Event:

Ministry Leader:

Event Chairperson:

At Least Six Months Before Event

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Complete a Ministry Special Event Proposal form.		
Give a copy of the proposal to the Church Clerk , your Ministry group leader and Pastor Hooks (for church-wide events only) before going any further.		
Schedule 1st Planning Meeting. Complete <i>Request for Calendar Dates form</i> at least 30 days before meeting date.		
Create Agenda for 1st Planning Meeting.		
Have 1st Planning Meeting.		

By the end of the meeting, the following questions should be answered:

<i>Question</i>	<i>Answer</i>
What ministry will be responsible for the event?	
Who will be the contact person for the event?	
When will the event take place? <i>Complete request</i>	
Where will the event take place?	
Are costs for this event budgeted?	
Who is our target audience?	
What type of event will it be?	

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What will be the title of the event?	
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Are we having guest speakers? Please note: Pastor Hooks must approve all guest speakers. DO NOT invite any guest speaker without prior approval.	Yes	No
If yes, come up with a list of the group's top five (5) potential speakers.	1. 2. 3. 4. 5.	
When this event is over, what do we want to have accomplished?		
What is the most single important goal we will try to meet?		
When will we meet again?		

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Determine leadership for event by assigning responsibilities.		
<ul style="list-style-type: none"> ● Event Chairperson 		
<ul style="list-style-type: none"> ● Registration Point Person 		
<ul style="list-style-type: none"> ● Refreshments Point Person 		
<ul style="list-style-type: none"> ● Setup / Clean Up Point Person 		
<ul style="list-style-type: none"> ● Hospitality Point Person 		
<ul style="list-style-type: none"> ● Marketing/Publicity Point Person 		
Discuss partnering with other HMBC ministries to help with planning and participating in the event.		
Develop partnership with local churches and invite them to attend the event.		
Determine if there are local organizations that can provide you with materials and other resources		

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Discuss a publicity plan.		
Discuss the menu, if necessary with the Culinary Ministry Coordinator.		
Develop the event schedule (including class titles, teachers).		
After Pastor Hooks approves guest speaker(s), coordinate with Church Clerk to send guest speaker confirmation packet.		
Goals & Objectives: There should be concrete and measurable goals that you use to monitor your working towards the vision.		
# of people you expect to participate and/or attend		
# of people in the _____ you expect to impact.		
# of churches in the area you expect to be involved		
Expected income (if revenue generating event)		

By the end of the meeting, the following questions should be answered:

<i>Question</i>	<i>Answer</i>
Have we developed a brief mission statement to keep us on track?	
Have we allowed time for set up, decoration, and clean up?	
What are the "official" start and end times for the event?	
Does the event call for a single or multiple meeting spaces?	
Will noise or traffic flow be an issue?	
What other events are happening at HMBC during or around the time of the event?	
Are you duplicating another Ministry's event or could it be combined with another Ministry?	

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Four Months before Event

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Identify what is it that will motivate people to participate.		
Identify the message you wish to convey.		
Agree on theme and scripture reference (if needed)		
Develop a detailed itemized budget.		
Pray for success of the event.		

Three Months before Event

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Submit a Bulletin/ Announcement Screen request form to the church office.		
Prepare copy of program and printed materials.		
If speaker, rental items, outside facility, etc. needed - confirm at least 2-3 months prior to the event		
Order any necessary souvenirs (t-shirts, pens, bags, etc.)		
Will the Pastor be invited to extend greetings? <i>If so, coordinate with the Church Clerk.</i>		
Create flyer or invitation letter. Submit to office for approval.		
Collaborate with office for mailing date of flyer/letter.		
Schedule a Status Meeting with chairpersons.		
Pray for success of the event.		
Schedule a MAP Meeting with the Pastor's Assistant.		

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By the end of the meeting, the following questions should be answered:

Question	Answer
Accessibility:	
Where will our guests park?	
Do any of our guests have special needs? (i.e. accessibility, hearing impaired)	
Room Set Ups:	
How do you want the room to look? (Create diagrams)	
Does the event require a different set up than normal?	
How many table and chairs will be needed?	
Can you supply a room diagram?	
Will custodians be asked to set up and restore the room?	
Will food be served at the event?	
Will you need extra trash receptacles?	
Audio/Visual Technology:	
Will the event require microphones or the sound system?	
Do you want the event recorded or videotaped?	
Will the event include a PowerPoint presentation?	
Will the event require a projector, TV, laptop?	

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Schedule status Meeting with chairpersons and volunteers.		
Submit Bulletin Notice Form with more details.		
Submit <i>Request for Transportation</i> . (if needed)		
Submit <i>Requisition for Funds</i> . (if needed)		
Confirm <i>Audio Technician</i> . (if needed)		
Confirm <i>Early Childhood needs</i> . Think through the type of care needed (strictly babysitting or include an activity) ages that will need childcare.		

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One Month Before Event

Action Needed	Responsible Party	Date Completed
Mail event information to local churches asking them to include in their bulletin or newsletter.		
Submit <i>Bulletin Notice Form</i> with greater details about event and letting members know why they should participate.		
Request (in writing) event be featured on the HMBC website and Facebook page.		
Seek permission (in writing) to use the church's Phone Tree system to send reminder messages to members.		
Status Meeting with Worship Leaders, volunteers and Pastor's designated staff person.		
Schedule a wrap up meeting within one week after event.		
Pray for success of the event.		

At Least Two Weeks Before Event

Action Needed	Responsible Party	Date Completed
Post event flyer in grocery stores, hospitals, churches, doctor's offices, and/or community centers.		
Create mini-flyers (post-card sized) and give to various organizations and individuals in your community or hand them out at community events /meetings.		
Draft a press release and submit to the church office. This release can be sent to local media informing them about your event.		
Record Phone Tree message and set calling options.		

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One Week Before Event

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Status Meeting with chairpersons and volunteers.		
Deliveries? If there are any deliveries such as flowers, food, etc. please arrange for a person from your team to be present to accept the delivery.		
Pray for success of the event.		

Day before Event

Action Needed	Responsible Party	Date Completed
Hold a "tie down" meeting <ul style="list-style-type: none"> • Distribute a schedule of events to each member • Discuss assignments • Distribute identification badges • Answer any questions 		
Pray for success of the event		
If there is any set-up needed by an outside group (not done by our custodian) a member of your committee will be responsible to be present to greet them and be available during the set up.		

Day of Event

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Set up several registration tables		
Arrive early and brief all participants before the start of the event.		

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After Event (Same Day)

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Clean up and restore the room set-up of any areas used for the event or meeting.		
If the kitchen is used, make sure that all items have been washed and returned to their original place		

Within One Week After Event

<i>Action Needed</i>	<i>Responsible Party</i>	<i>Date Completed</i>
Mail the printed program with an appropriate letter to "significant others" who were unable to attend.		
Remember to thank everyone who participated.		
Submit pictures from the event to be uploaded onto our HMBC Website & Facebook page.		
Follow-up with any reporters who attended the event and tell them you are happy to provide any additional information they may need to write their story.		
Submit all receipts and invoices to the church office.		
Have follow up meeting with planning team.		

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Questions to answer during the Wrap Up/Debriefing Meeting

What goals and objectives were met? How were they met?

What goals and objectives were not met? Why do you think that was the case?

What went well?

What was not as good as we had hoped?

Did we reach our targeted audience? How do we know?

Is this event worth repeating? *Consider the effort and resources spent vs. outcome.*

What suggestions does this planning team offer if someone else was to plan the event?

PLEASE SUBMIT A COPY TO THE CHURCH CLERK AFTER DEBRIEFING.