



Program Event Timeline

“Any enterprise is built by wise planning, becomes stronger through common sense and profits wonderfully by keeping abreast of facts”
Proverbs 24: 3-4 (Living Bible)

Purpose of Timeline: This document is to be used as an internal guideline for you and your team to properly plan and execute your ministry event/activity at St. James.

This document can be used for **major** or **minor** events. This document is not needed for ministry meetings.

A **major** event is defined as any event that is pre-approved and budgeted for and requires: marketing to the entire body through video announcements and bulletin; social media platforms and/or the general community.

A **minor** event is defined as any event that does not require marketing through video announcements, social media platforms or to the general community. It will be marketed directly to the target demographic, e.g., Men, Women, Kids, etc. It may or may not be pre-approved and will be considered a “one off” event and should happen rarely throughout the year (once or twice).

Name of Event: _____

Purpose of Event:

Event Date(s): _____

If major event follow the entire process, if minor market with your demographic via email, text, phone or a Constant contact message.

All forms mentioned in event steps below can be found at
http://stjbc.org/staff_resources.

Step 1:

Minimum 9 Months - Maximum 24 Months Prior: (may have to begin earlier for some events due to size and scope and later for others due to budget finalization and calendar year):

- Gain approval for event during annual event planning meeting with Pastor, Director of Operations, and Core team.
- Pray for event as a department and/or planning team
- Select internal ministry planning team for brainstorming meeting (utilize the Ministry Support Form to schedule meetings at the church).
http://stjbc.org/staff_resources/entry/ministry-support-form
- Determine and set itemized event budget (use Event budget template)http://stjbc.org/staff_resources/entry/itemized-budget-template
- Select event venue if not hosted at the church (note this may need to be done earlier dependent upon event and needed location requirements)
- Secure all speakers and musical and/or entertainment performers (note this may need to be done earlier dependent upon speaker's requirements)
 - **Guest Speakers & Entertainers MUST be approved by Pastor**
 - http://stjbc.org/staff_resources/entry/form-sample-invitation-letter
- Determine when deposits are required (caterer, hotel, guest, etc.)
- Notify the following (*all applicable*) and discuss needs:
 - Director of Operations
 - Church Administrator
 - Chairperson of Deacon Board
 - Music/Arts Director
 - Media Director
 - Christian Education Director
 - Community Fellowships & Hospitality Director

Step 2:

Ongoing:

- Pray for event ongoing
- Ensure planning team on board and everyone understands their assignment
- Communication essential throughout the planning process

6 Months Prior:

- Develop marketing plan with the following items to market your event (*not all these aspects have to be used, but graphics for website, app and social media must be used*).
 - High-definition graphics for website, app and social media
 - sites.

- High Definition (JPG or PNG quality)
- Must fit Facebook, Website, Instagram, twitter. Good rule of thumb is 720 by 280-pixel format.
- Less is more. You don't have to overwhelm your graphics with information. Choose clean designs.
- High-definition Flyers
- High-definition Videos
- Bulletins or programs (if needed)

Step 3:

3 Months Prior:

Review event in detail

- With planning team, Senior Pastor (if needed) and Operations Director **(mandatory)**.
- Edit event if needed
- Get contracts signed (i.e. hotels, catering)
- Recommend menu taste test with caterers.
- Plan décor for event

Step 4:

8 Weeks Prior:

- Advertise event (video announcements, social media, flyer, e-mail, community distribution, constant contact, etc.). Due to church office two weeks before running date for video announcements. Submit announcements via the Ministry Support Form. **Can and should be done earlier than eight weeks for some events, e.g., conferences.*
http://stjbc.org/staff_resources/entry/ministry-support-form
- RSVP on-line registration begins (if applicable)
- Select volunteers if needed, have volunteer meetings.

Step 5:

4 Weeks Prior:

- Follow-up with guest speakers and entertainers, etc.
- Send guest (SJ Excitement Letter) include hotel/travel itinerary
- Confirm people on program
- Review final program and agenda.
- Invitations sent to special guest list **(if needed)**
- Follow-up with the following:

- Church Administrator
- Director of Operations
- Chairperson of Deacon Board
- Music/Arts Director
- Family Development Director
- Christian Education Director
- Media Director
- Community Fellowship & Hospitality Director

Step 6:

3 Weeks Prior:

- Follow-up with hotel and determine set-up needs
- Prepare Name Tags (if applicable)
- Prepare Registration packets (if applicable)

Step 7:

2 Weeks Prior:

- Send reminder (i.e. media, website, e-mail) for event
- Follow-up on RSVP's
- Print program, agenda, etc.
- Purchase gifts for key participants (guest speaker, etc)
- Check/Expense requests turned in

Step 8:

1 Week Prior:

- Final count to caterer
- Final contact with guest speaker and/or entertainer(s) to finalize any special needs or changes.
- Schedule test run/walk through of program if warranted
 - All needed parties at walk through
- Ensure volunteers/staff know their role and responsibilities
- Ensure supplies stocked for event

Step 9:

Day before the Event:

- Begin setting up event (can be done earlier)
- Conduct walk through
- Know the audio/media contact person for event

- Select a staff runner (if needed)
- Review checklist
- Guest arrival time
- Catering arrival time

Day of Event:

- Team arrives 2 hours prior to event (or as early as possible)
- Ensure everyone is in place for event on time
- Ensure media and audio ready to roll
- Sound checks complete
- Guest departure time
- Clean up crew determined
- START EVENT ON TIME**

Step 10:

Post Event:

- Request correction of error feedback from all involved (*within one week of the event*)
- Schedule debriefing meeting with your team (*within two weeks of event*)
- Personal thank you notes mailed to guest speakers, entertainers, etc.
- Get ready for next event!!! If this event is recurring, planning begins immediately after this one ends!